

PRESENTATION OUTLINE

194 000 ✓

Title →

Creative Concept testing of new tobacco ads

1994

Health Canada

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Millward Brown Canada Inc.

- ➔ HIGHLIGHTS
- ➔ BACKGROUND, OBJECTIVES AND METHODS
- ➔ KEY FINDINGS AND IMPLICATIONS



HIGHLIGHTS - OVERVIEW

- ➔ VARIOUS TARGET AUDIENCES
- ➔ 13 ANIMATIC CONCEPTS
- ➔ 4 STRATEGIC DIRECTIONS (INDUSTRY ROLE, TOBACCO EFFECTS, SECONDHAND SMOKE, RETAIL [FRENCH ONLY])
- ➔ READING OF:
 - ▼ STRATEGY LEVERAGE
 - ▼ CONCEPT PERFORMANCE/IMPACT - IMPROVEMENTS
 - ▼ PROGRAM OBJECTIVES



HIGHLIGHTS - STRATEGIC

➔ MOST TO LEAST POWERFUL THEMES:

- ▼ SECONDHAND SMOKE (POWERFUL - IT IS IMMORAL TO CONSCIOUSLY HARM OTHERS - "DO YOU MIND IF I (WE) SMOKE?" - ACCEPTANCE OF RESTRICTED AREAS FOR SMOKING)
- ▼ TOBACCO EFFECTS (POTENTIALLY POWERFUL - CHEMICALS ABSORBED - HARD TO QUIT)
- ▼ RETAIL (POTENTIALLY POWERFUL - CREATES ADULT AWARENESS OF EASE OF ACCESS FOR YOUTH)
- ▼ INDUSTRY ROLE (A NON-ISSUE , NOW - WITH ONE EXCEPTION)



HIGHLIGHTS - STRATEGIC

➔ OTHER POTENTIAL THEMES:

- ▼ WHERE DO THE TOXIC CHEMICALS GO?
(WHO PUT THEM THERE?)
(TOBACCO/CHEMICAL ASSAULT)
- ▼ INFLUENCE THE INFLUENCERS OF PEERS AND FAMILY
- ▼ SUPPORT PRO PERSONAL HEALTH CHOICES AND TRANSITION WHEN QUITTING
- ▼ PRO PERSONAL HEALTH MORE THAN ANTI-SMOKER

➔ ROLE OF HEALTH CANADA:

- ▼ INSTILL THE VALUE OF PERSONAL HEALTH FOR INDIVIDUALS AND THEIR LOVED ONES
- ▼ SPEAK ON BEHALF OF THOSE WHO WILL GAIN



HIGHLIGHTS - EXECUTIONAL

➔ MOST PROMISING CONCEPTS:

- ▼ NOT MUCH/PAS BEAUCOUP
- ▼ DOLL'S HOUSE/LA MAISON DE POUPÉE
- ▼ COCKTAIL/LE COCKTAIL
- ▼ LE DÉPANNEUR EMPOISONNÉ
- ▼ INDUSTRY - NEW CONCEPT
(WANT/NEED YOUTH SMOKERS)



CAMPAIGN OBJECTIVES

- ➔ MINIMIZE CONSUMPTION, THROUGH:
 - ▼ INFORMED PERSONAL CHOICE
 - ▼ PEER PRESSURE FROM NON-SMOKERS (SUPPRESSION)
 - ▼ REDUCED ACCESS FOR YOUTH

- ➔ TARGET: EVERY ONE



CAMPAIGN OBJECTIVES

➔ INCREASING PRO HEALTH CHOICES OVER SMOKING THROUGH GREATER:

- ▼ RESPECT FOR NON-SMOKER'S HEALTH**
- ▼ RECOGNITION OF THE TOXIC NATURE OF TOBACCO PRODUCTS**
- ▼ RECOGNITION OF AVAILABLE BENEFIT ALTERNATIVES (PERSONAL WELL-BEING)**
- ▼ TEEN TRIALISTS MOTIVES (TO BE COOL, DO "ADULT" THINGS)
SEEK EARLY REJECTION AFTER ONSET**
- ▼ AWARENESS OF THE INDUSTRY'S PRO-PROFIT, ANTI-HEALTH MOTIVES**



CAMPAIGN OBJECTIVES

- ➔ **NOT IMMEDIATE RESPONSE ADVERTISING**
- ➔ **BUILD/STRENGTHEN POSITIVE IMAGES OF PRO HEALTH CHOICES AND POWERFUL NEGATIVE IMAGES OF TOBACCO CHEMICALS/HARM THAT LINGER IN EVERYONE'S MIND AND SURFACE WHEN PERSONAL CHOICE OPPORTUNITIES ARISE**



BACKGROUND

- ➡ **TOBACCO: LEADING CAUSE OF PREMATURE DEATH AND DISABILITY**
- ➡ **TIME TO CHALLENGE TOBACCO INDUSTRY ROLE**
- ➡ **YOUTH: PRIMARY TARGET AUDIENCE (ONSET)**
- ➡ **OTHERS TARGETED TO BROADEN IMPACT**



CONCEPTS

➔ INDUSTRY CONCEPTS

- ▼ COME CLEAN/ON S'EN LAVE LES MAINS
- ▼ DEATH INDUSTRY/L'INDUSTRIE DE LA MORT
- ▼ TRUTH HURTS
- ▼ THE INTERVIEW/L'ENTREVUE TÉLÉ
- ▼ DO YOU BELIEVE THESE GUYS

➔ TOBACCO EFFECTS

- ▼ COCKTAIL/LE COCKTAIL
- ▼ THE FIX/LA SERINGUE
- ▼ A FEW GOOD WORDS/BIEN DIT



CONCEPTS

➔ SECONDHAND SMOKE

- ▼ THE NON-SMOKERS/LES NON-FUMERS
- ▼ NOT MUCH/PAS BEAUCOUP
- ▼ A DOLL'S HOUSE/LA MAISON DE POUPÉE
- ▼ MARLBORO MAN

➔ RETAIL

- ▼ LE DÉPANNEUR EMPOISONNÉ



RESEARCH OBJECTIVES

- 1 ➡ GAUGE STRATEGY POTENTIAL
- 2 ➡ IDENTIFY THE MOST PROMISING CONCEPTS, AND WAYS TO IMPROVE THEM DURING PRODUCTION
- 3 ➡ IDENTIFY ADDITIONAL PROMISING THEMES
- 4 ➡ EXPLORE POSITIONING FOR HEALTH CANADA
- 5 ➡ EXPLORE IMPLICATIONS FOR TRACKING



PROCEDURE

- ➔ **ONE-ON-ONE “PERCEPTUAL MODE” INTERVIEWS**
 - ▼ (QUANTITATIVE AND QUALITATIVE)
- ➔ **5 TARGET AUDIENCES**
 - ▼ YOUTH 11-13 - POTENTIAL SMOKERS
 - ▼ YOUTH 14-17 - POTENTIAL SMOKERS AND QUITTERS
 - ▼ PARENTS/CAREGIVERS - SMOKERS
 - ▼ OPINION LEADERS - SMOKERS AND NON-SMOKERS
 - ▼ GENERAL PUBLIC - SMOKERS AND NON-SMOKERS
- ➔ **EACH EXPOSED TO 5 CONCEPTS**
 - ▼ ORDER OF PRESENTATION ROTATED
 - ▼ ALL TOPIC AREAS COVERED



SAMPLING

➔ 309 PERSONAL QUANTITATIVE INTERVIEWS

- ▼ 90 FRENCH, 220 ENGLISH**
- ▼ ACROSS CANADA - 11 LOCATIONS**
- ▼ 62 FROM EACH TARGET GROUP**

➔ 60 IN DEPTH QUALITATIVE INTERVIEWS

- ▼ TORONTO, CALGARY AND MONTREAL**

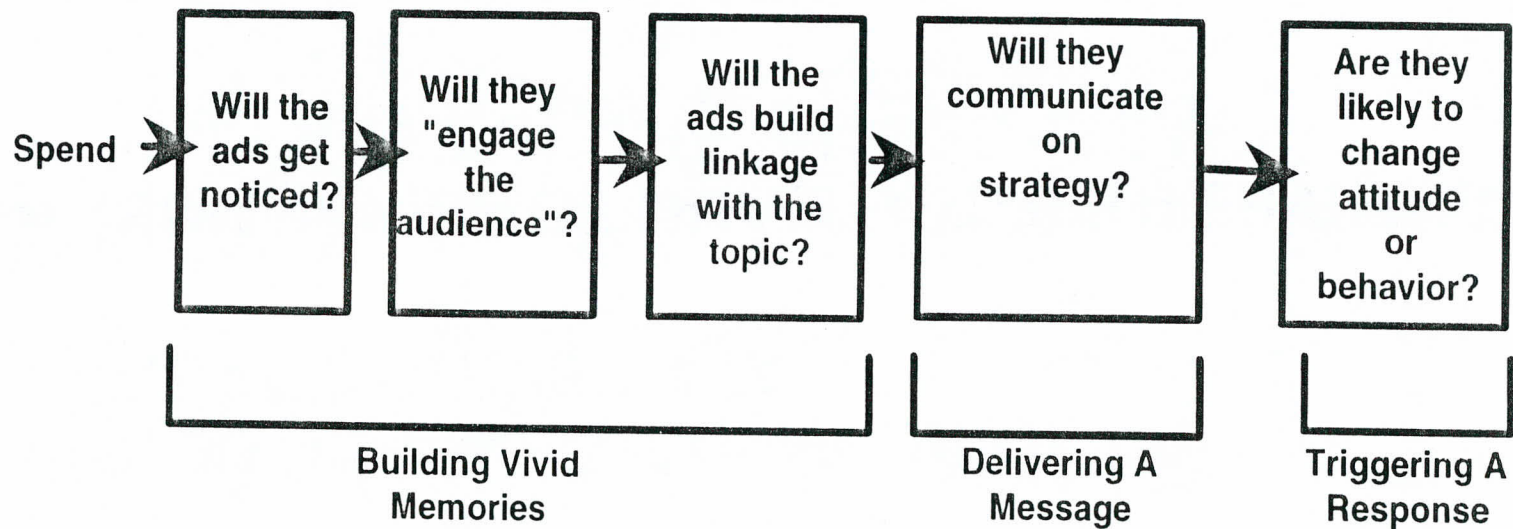


ANALYSIS

- ➔ **CODING AND TABULATION OF QUANTITATIVE DATA**
- ➔ **SUMMARIES OF QUALITATIVE INTERVIEWS PREPARED BY THE PROJECT TEAM**
- ➔ **STAKEHOLDER IMAGE PROFILES**



CONCEPTUAL FRAMEWORK



STRATEGY PERFORMANCE

- ➔ **SECONDHAND SMOKE AND TOBACCO EFFECTS CONCEPTS, STRONGEST ON:**
 - ▼ GAINING AN AUDIENCE
 - ▼ BUILDING EMPATHY
 - ▼ COMMUNICATING TOBACCO HARMFULNESS THAT IS PERSONALLY RELEVANT (I'M BETTER OFF NOT SMOKING) AND BELIEVABLE
 - ▼ PERSONAL PERSUASION AND COMMUNITY SUPPORT

- ➔ **INDUSTRY ROLE CONCEPTS PERFORMED LEAST WELL, EXCEPT ON:**
 - ▼ COMMUNICATING THAT COMPANIES ENCOURAGE YOUNG PEOPLE TO SMOKE AND SELL PRODUCTS THAT CAN KILL



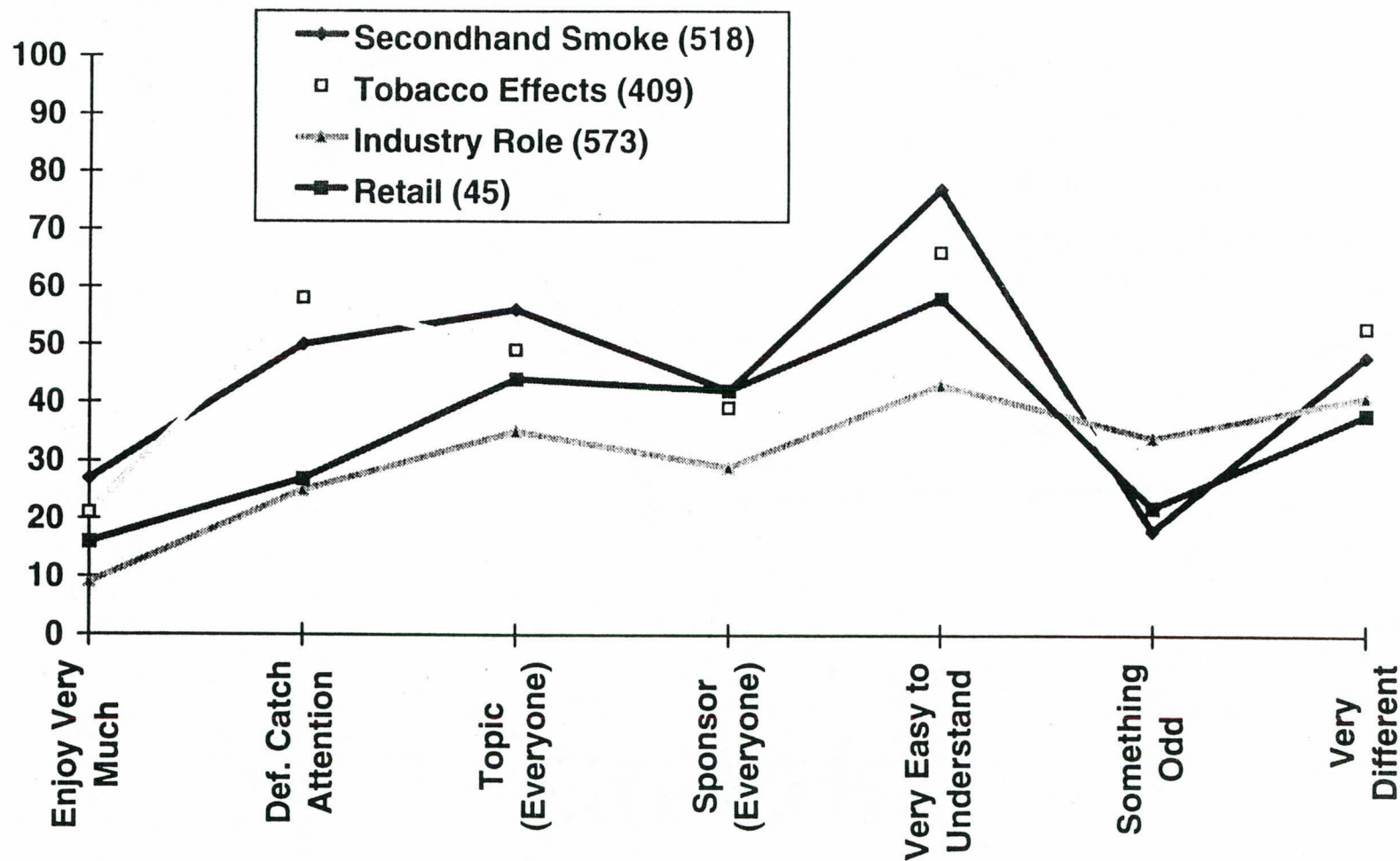
STRATEGY PERFORMANCE

- ➔ IN QUALITATIVE, VIEWERS DO NOT KNOW WHY HEALTH CANADA IS ATTACKING THE INDUSTRY
 - ▼ SMOKERS CHOOSE TO SMOKE
 - ▼ INDUSTRY DOES NOT ADVERTISE
 - ▼ IT PRINTS WARNINGS ON ITS PRODUCTS

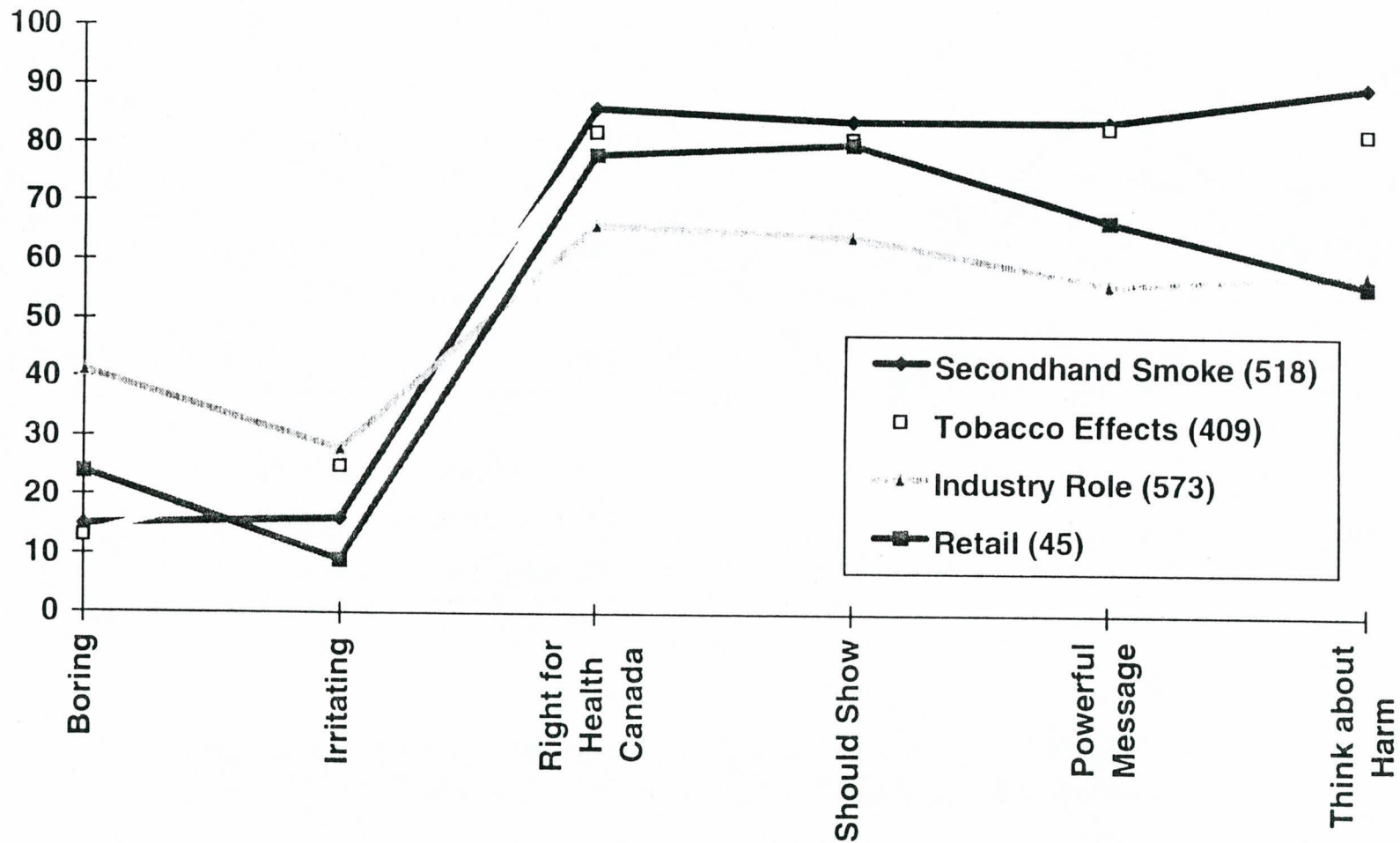
- ➔ INDUSTRY THEMES REGISTER MOST WITH YOUTH (NOT OPINION LEADERS)
 - ▼ YOUTH GET THE MESSAGE THAT INDUSTRY WANTS THEM TO SMOKE A HARMFUL SUBSTANCE, TO MAKE MONEY
 - ▼ THIS SIMPLE MESSAGE COULD BE USED TO BAIT THE INDUSTRY



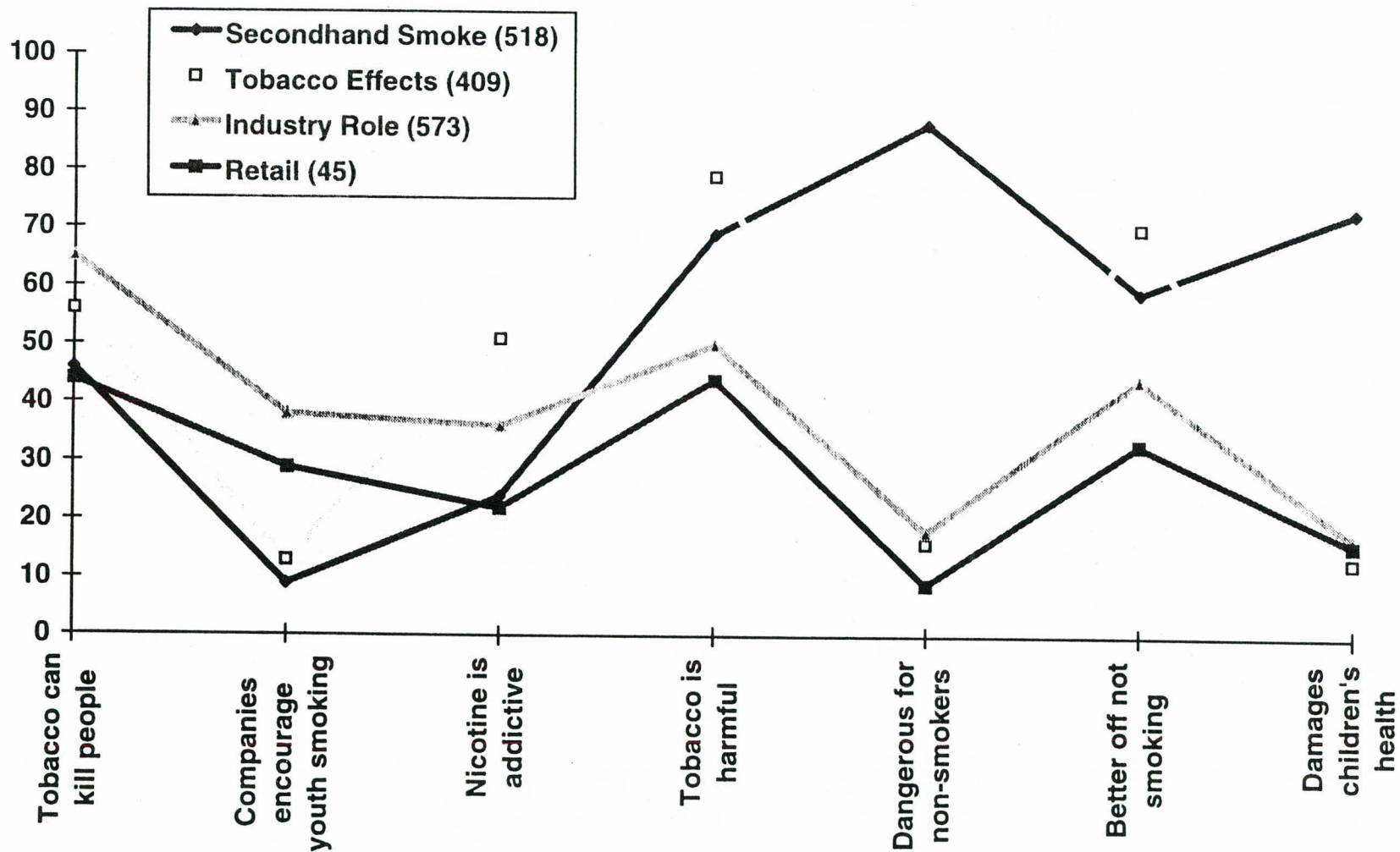
GAINING AN AUDIENCE



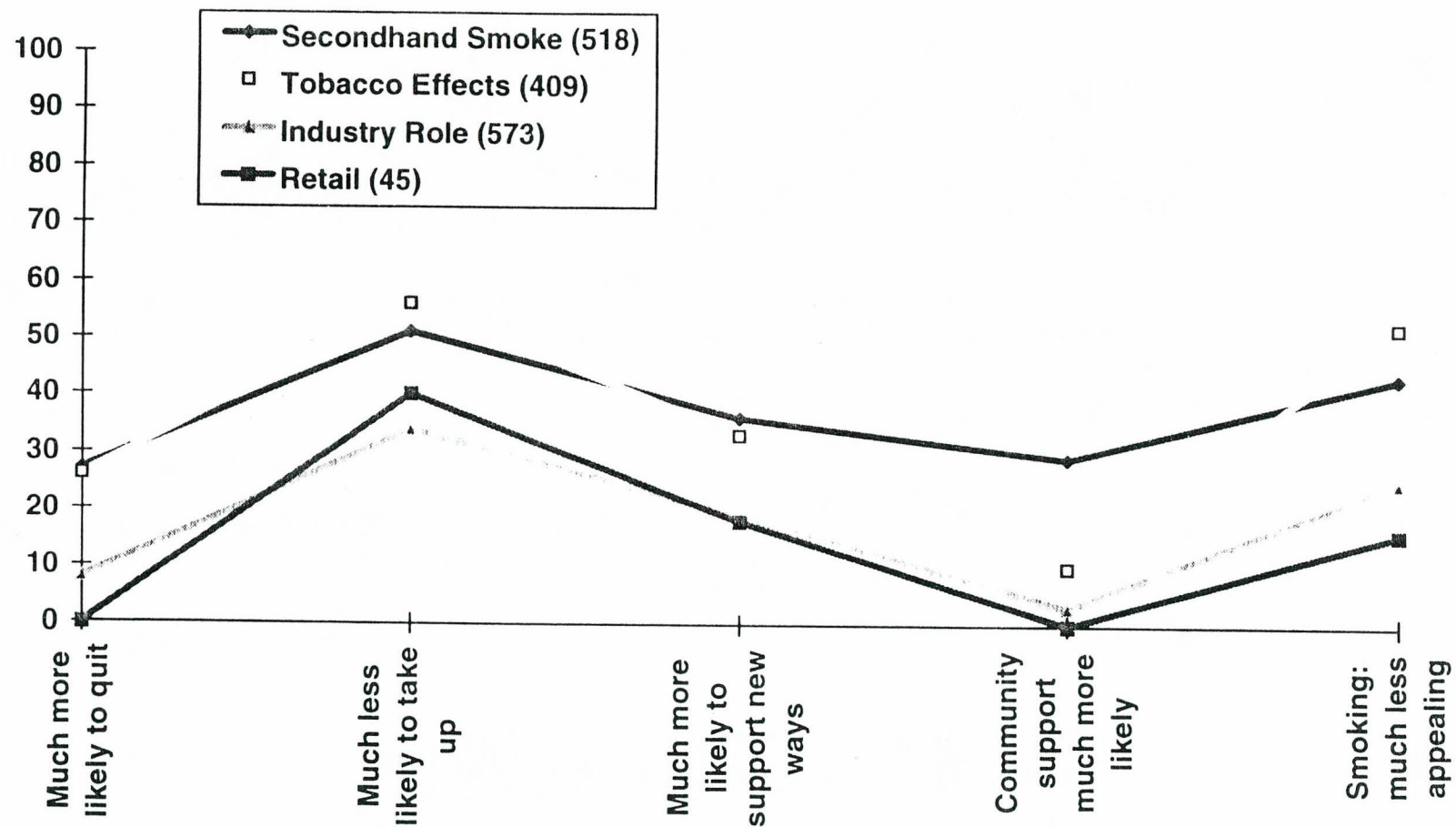
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COMMUNICATIONS



PERSUASION



SECONDHAND SMOKE

➔ CONCEPT PERFORMANCE:

- ▼ A DOLL'S HOUSE/LA MAISON DE POUPÉE
- POWERFUL, APPLIES TO EVERYONE
- ▼ NOT MUCH/PAS BEAUCOUP
- POWERFUL, PARENT FOCUSED
- ▼ THE NON-SMOKERS/LES NON-FUMERS
- POTENTIALLY POWERFUL
- ▼ MARLBORO MAN - NOT VIABLE
- SMOKING KILLS PETS, A POSSIBLE



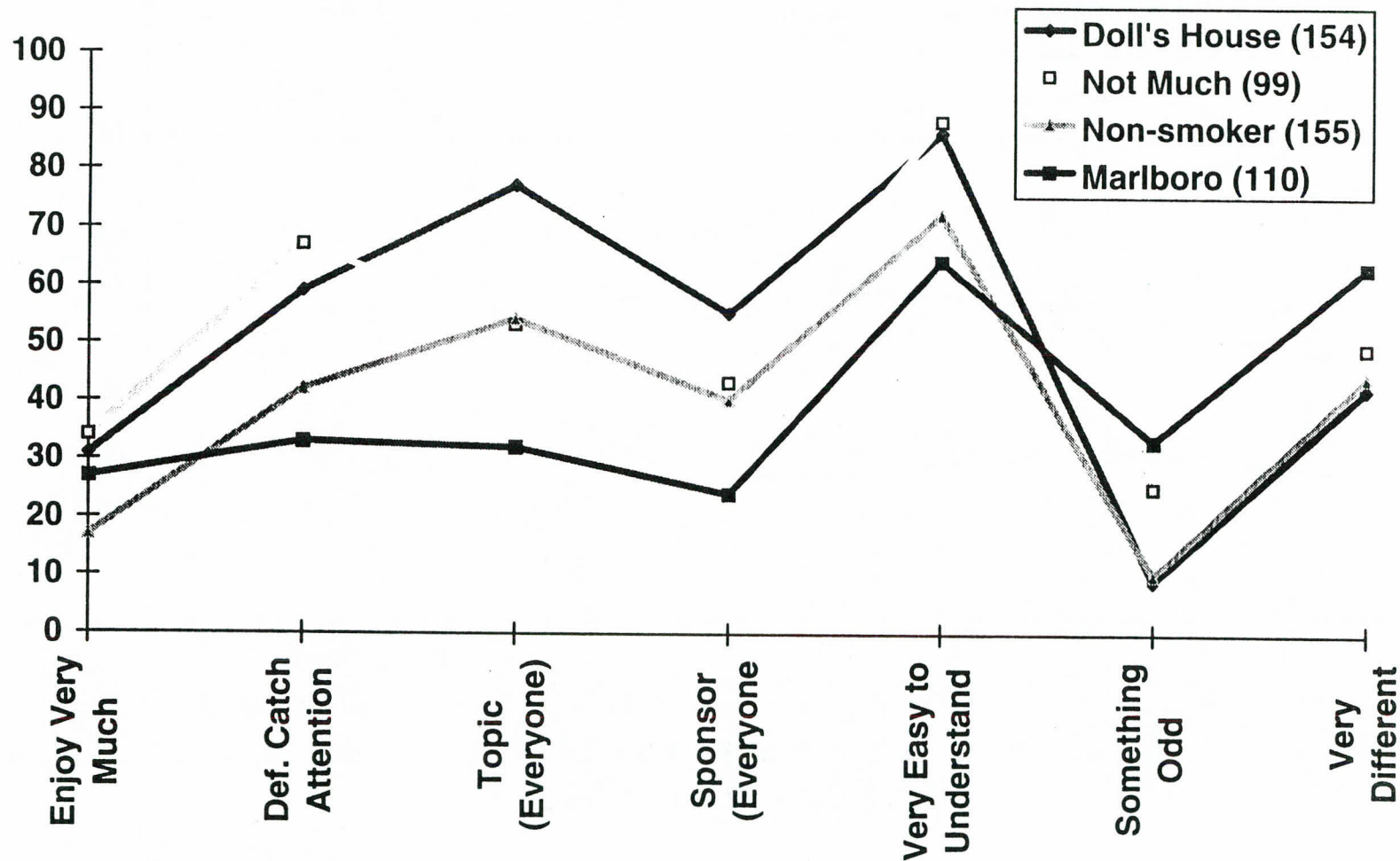
SECONDHAND SMOKE

➔ QUALITATIVE

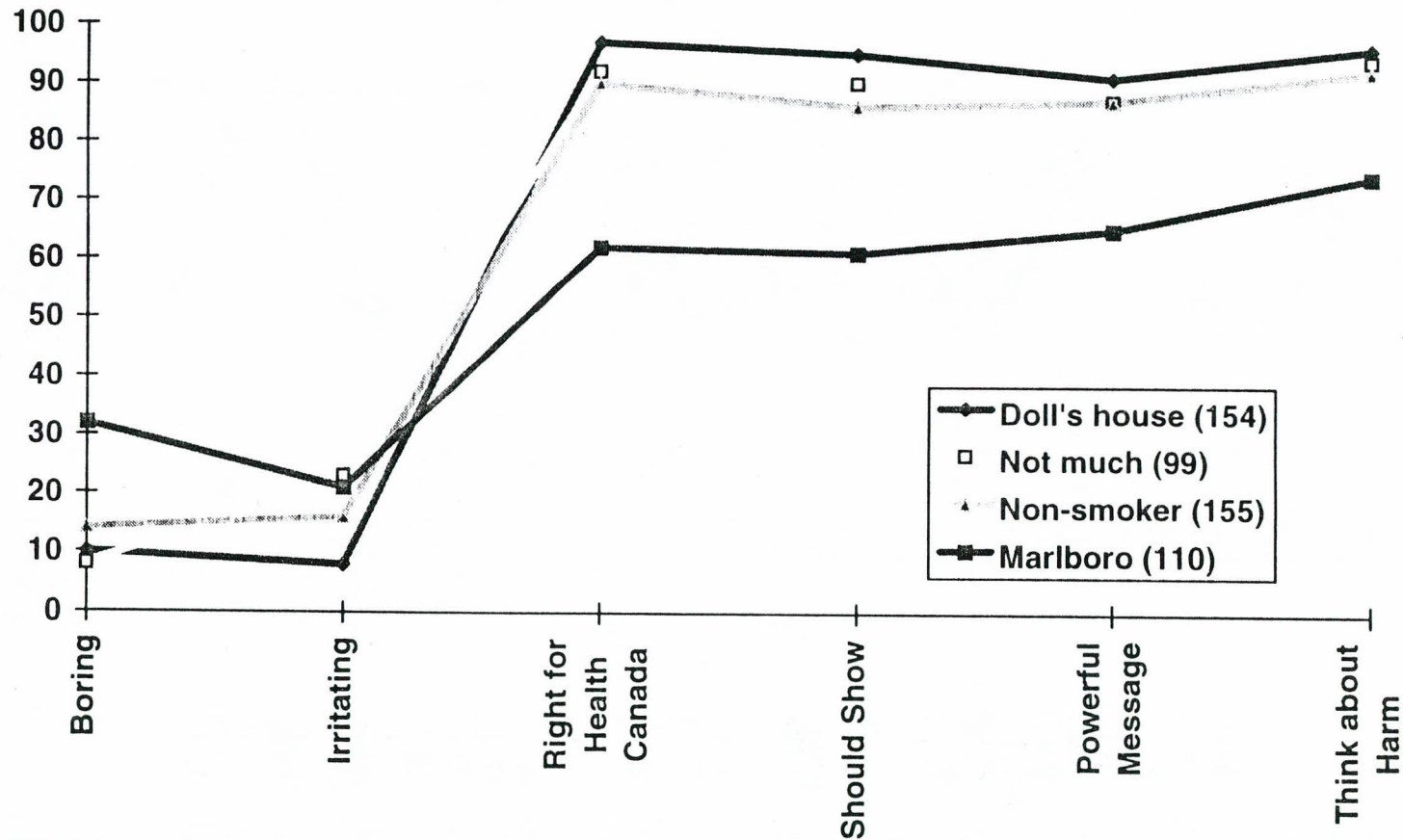
- ▼ POWERFUL WHEN CHILDREN ARE INVOLVED
(NON-CONSENTING PARTICIPANTS IN SMOKING)
- ▼ SMOKERS DO NOT HAVE THE RIGHT TO HARM
OTHERS
- ▼ MAKES SMOKERS PERPETRATORS, NOT VICTIMS
- ▼ GENERATES EMOTION (GUILT AND INDIGNATION)
- INCREASES MOTIVATION
- ▼ SMOKERS NOW ASK, BUT WE ALL SMOKE



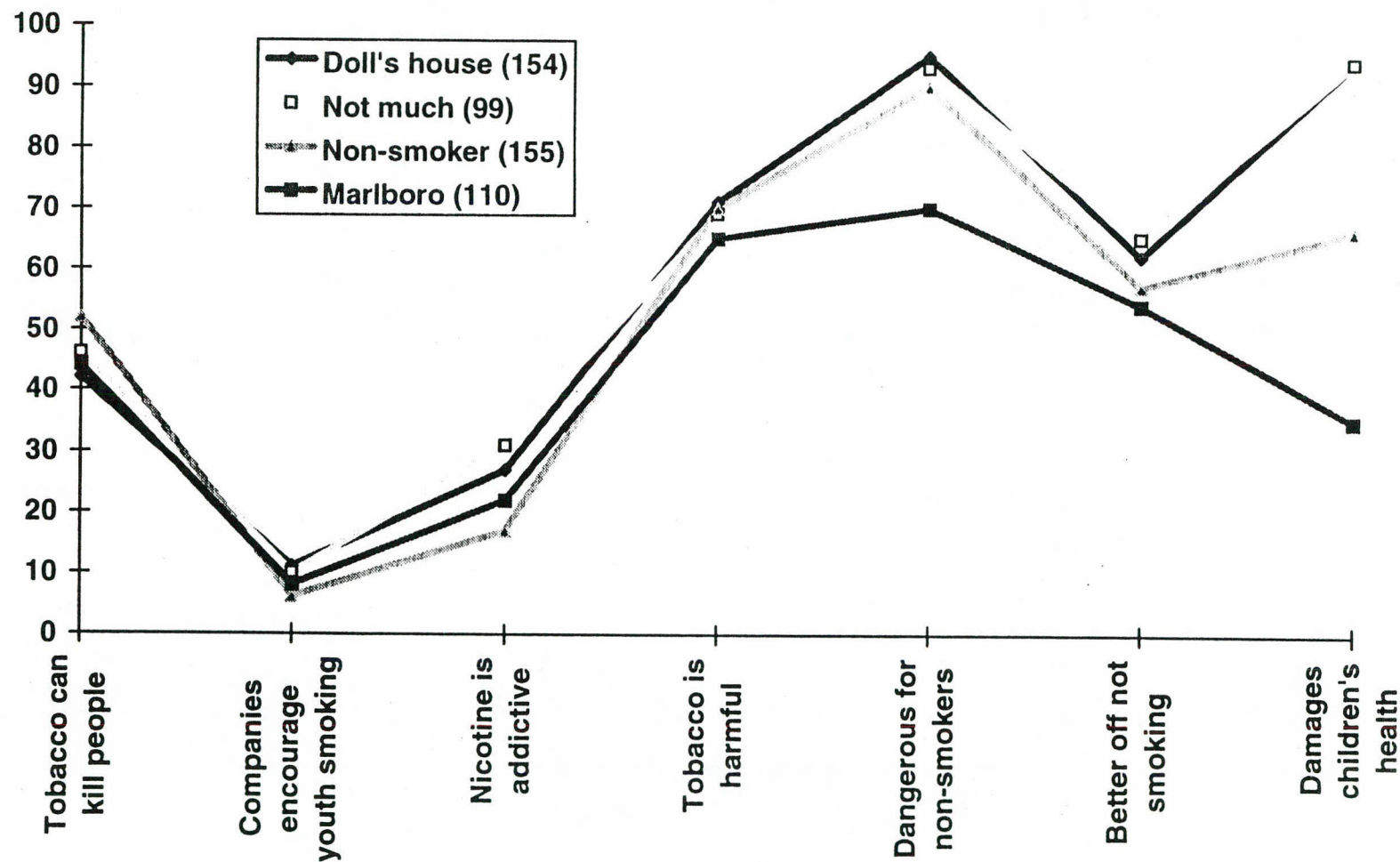
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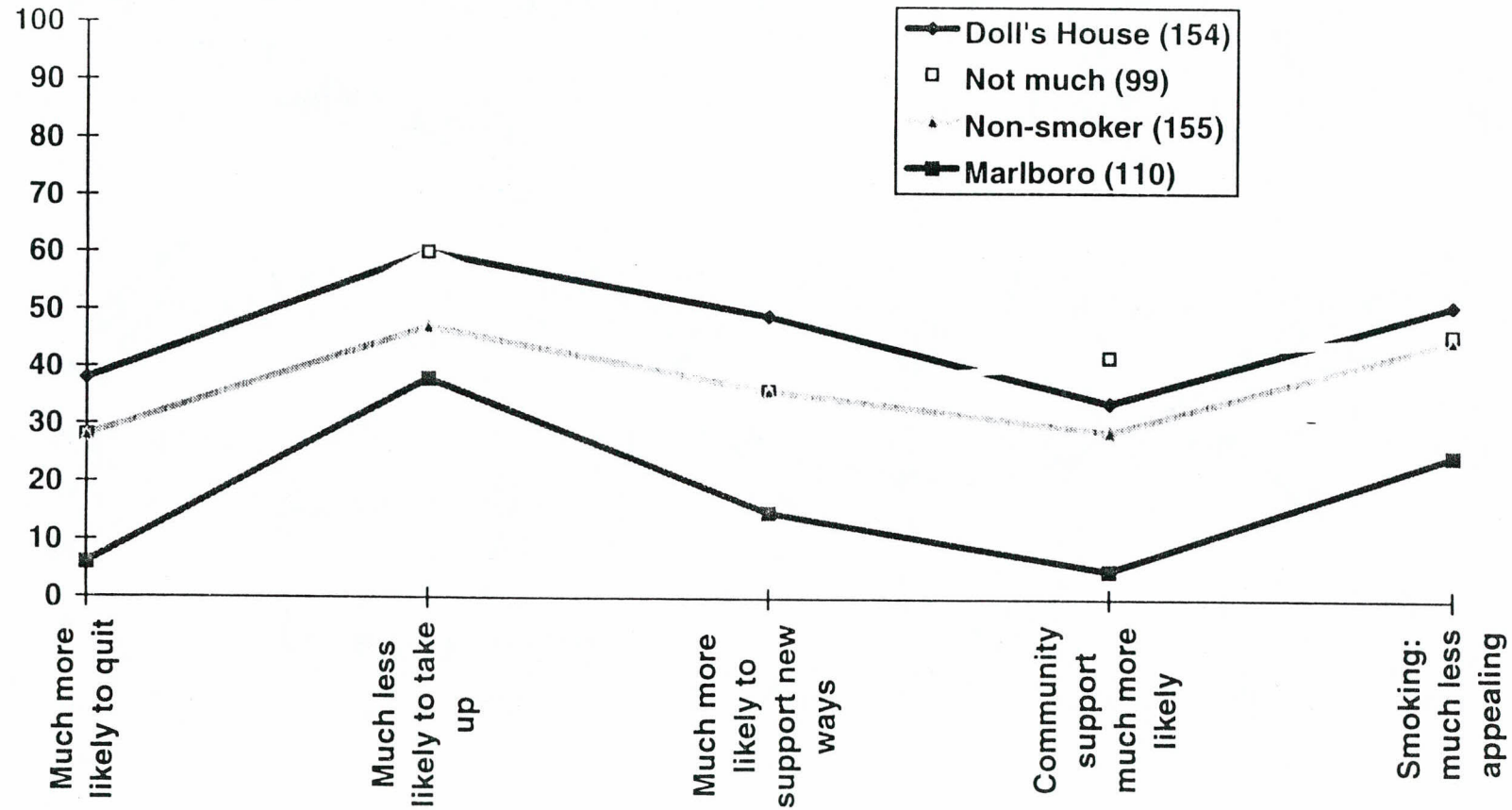
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PERSUASION



A DOLL'S HOUSE/LA MAISON DE POUPEE

➔ STANDOUT

- ▼ CIGARETTE IN WINDOW, SMOKE DRIFTING
THROUGHOUT THE HOUSE, LIST OF AFFLICTIONS

➔ MAIN POINT - KNOW IT'S TRUE (74%)

- ▼ SECONDHAND SMOKE
- ▼ CHILDREN DON'T HAVE A CHOICE, REDUCES LIFE
EXPECTANCY, NON-SMOKERS SUFFER, REMINDS
ME OF LOVED ONES

➔ NEW IMPRESSIONS

- ▼ EFFECTS OF SECONDHAND SMOKE, NOTHING NEW
(24%)

➔ ODD

- ▼ CIGARETTE IN THE WINDOW



A DOLL'S HOUSE/LA MAISON DE POUPÉE

➔ QUALITATIVE

- ▼ POWERFUL EMOTIONAL RESPONSE
MEMORIES OF CHILDHOOD, REFLECTIONS ON
CURRENT HOME**
- ▼ SMOKE DRIFTING EVERYWHERE - NO WHERE TO
HIDE**
- ▼ THE LIST OF ILLNESSES
- PERSONAL REVELATIONS FOR SOME PARENTS**
- ▼ “NO AMOUNT” MISSED BY SOME, BUT POWERFUL
FOR THOSE WHO HEARD IT: “ZERO TOLERANCE”**



A DOLL'S HOUSE/LA MAISON DE POUPEE

➡ QUALITATIVE

- ▼ BIG CIGARETTE COMING IN FROM OUTSIDE,
CONFLICTS WITH MESSAGE ABOUT SMOKING
INSIDE**
- ▼ REAL HOUSE MORE CONVINCING THAN DOLL'S
HOUSE**
- ▼ CHILDREN TRYING TO FIND OUT WHY THEY ARE
ALL ILL**
- ▼ OTHER VERSIONS: IN CAR, AT WORK, WHERE
"ONE OR MORE OF US ARE GATHERED"**



NOT MUCH/PAS BEAUCOUP

➔ STANDOUT

- ▼ SMOKE FILLING HIS ROOM
- ▼ BABY CRYING, ASSAULT ON BABY'S HEALTH

➔ MAIN POINT - KNOW IT'S TRUE (73%)

- ▼ SECONDHAND SMOKE
- ▼ CHILDREN DON'T HAVE A CHOICE, REDUCES LIFE EXPECTANCY, NON-SMOKERS SUFFER

➔ NEW IMPRESSIONS

- ▼ EFFECTS OF SECONDHAND SMOKE
- ▼ CHILDREN DON'T HAVE A CHOICE, NOTHING NEW (27%)

➔ ODD

- ▼ SMOKE APPEARING IN THE ROOM, FIRE UNDER THE DOOR



NOT MUCH/PAS BEAUCOUP

➔ QUALITATIVE

- ▼ POWERFUL EMOTIONAL RESPONSE**
- ▼ RELEVANT, CREDIBLE, VIVID**
- ▼ ALMOST CHILD ABUSE**
- ▼ SOME VISUAL CONFUSIONS, FIRE UNDER THE DOOR**



THE NON-SMOKERS/LES NON-FUMERS

➔ STANDOUT

- ▼ EFFECTS OF SMOKING ON OTHERS
- ▼ FACES AND NAMES

➔ MAIN POINT - KNOW IT'S TRUE (63%)

- ▼ SECONDHAND SMOKE
- ▼ REDUCES LIFE EXPECTANCY, KILLS

➔ NEW IMPRESSIONS

- ▼ EFFECTS OF SECONDHAND SMOKE ON NON-SMOKERS' LIFE EXPECTANCY, NOTHING NEW (41%)

➔ ODD

- ▼ HOW DID THE MAN DIE?/ NOT ENOUGH INFO



THE NON-SMOKERS/LES NON-FUMERS

➔ QUALITATIVE

- ▼ STRONG RESPONSE, NON-SMOKERS ESPECIALLY**
- ▼ INNOCENT VICTIMS OF SMOKERS**
- ▼ SMOKERS HAVE ONLY THEMSELVES TO BLAME**
- ▼ SUGGESTION: COULD IT BE A FAMILY?**
- ▼ “WAS” AN NON-SMOKER LEAD TO SOME CONFUSION**



MARLBORO MAN

➔ STANDOUT

- ▼ CHOKING HORSE
- ▼ MARLBORO THEME, VULTURES

➔ MAIN POINT - KNOW IT'S TRUE (38%)

- ▼ SECONDHAND SMOKE
- ▼ REDUCES LIFE EXPECTANCY, AFFECTS EVERY LIVING THING

➔ NEW IMPRESSIONS

- ▼ EFFECTS OF SECONDHAND SMOKE,
- ▼ AFFECTS EVERY LIVING THING, NOTHING NEW (54%)

➔ ODD

- ▼ CHOKING HORSE, MARLBORO THEME



MARLBORO MAN

➔ QUALITATIVE

- ▼ A MARLBORO MAN: "IN JOKE" FOR OLDER VIEWERS
 - LOST ON YOUTH
- ▼ SMOKING COULD KILL PETS, ANIMAL RIGHTS ISSUE
- ▼ YOU DON'T "CHOKES" ON SMOKE
- ▼ NEEDS LINKS TO TOXIC CHEMICALS AND WHAT IT'S DOING TO YOU



TOBACCO EFFECTS

➔ CONCEPT PERFORMANCE:

- ▼ COCKTAIL/LE COCKTAIL
 - POWERFUL, SETS UP TOXIC CHEMICAL IMAGE
- ▼ A FEW GOOD WORDS/BIEN DIT
 - SIMPLE, BUT LESS MOTIVATING, REMINDS SMOKERS OF WARNINGS ON PACKS
- ▼ THE FIX/LA SERINGUE - NOT VIABLE



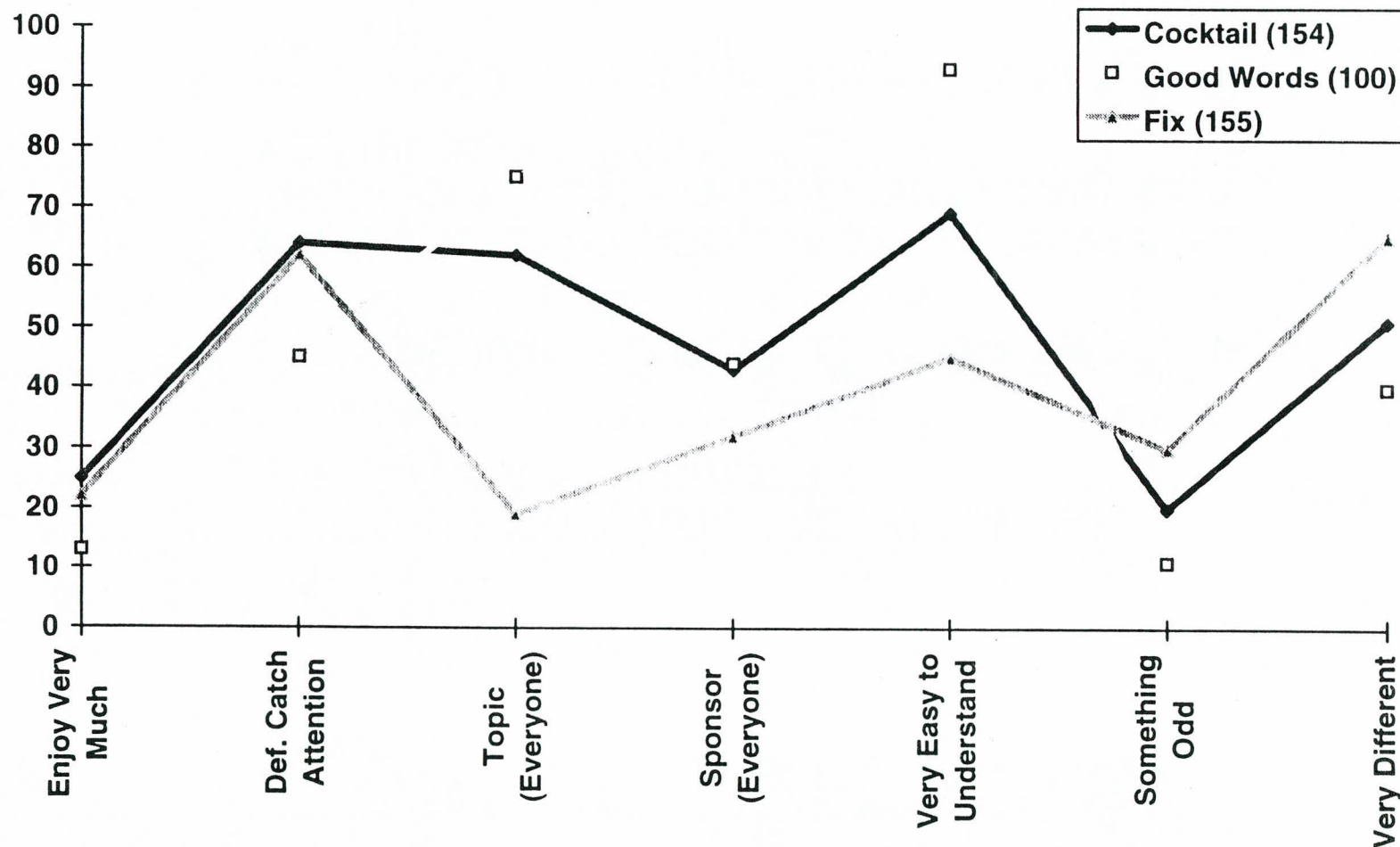
TOBACCO EFFECTS

➔ QUALITATIVE

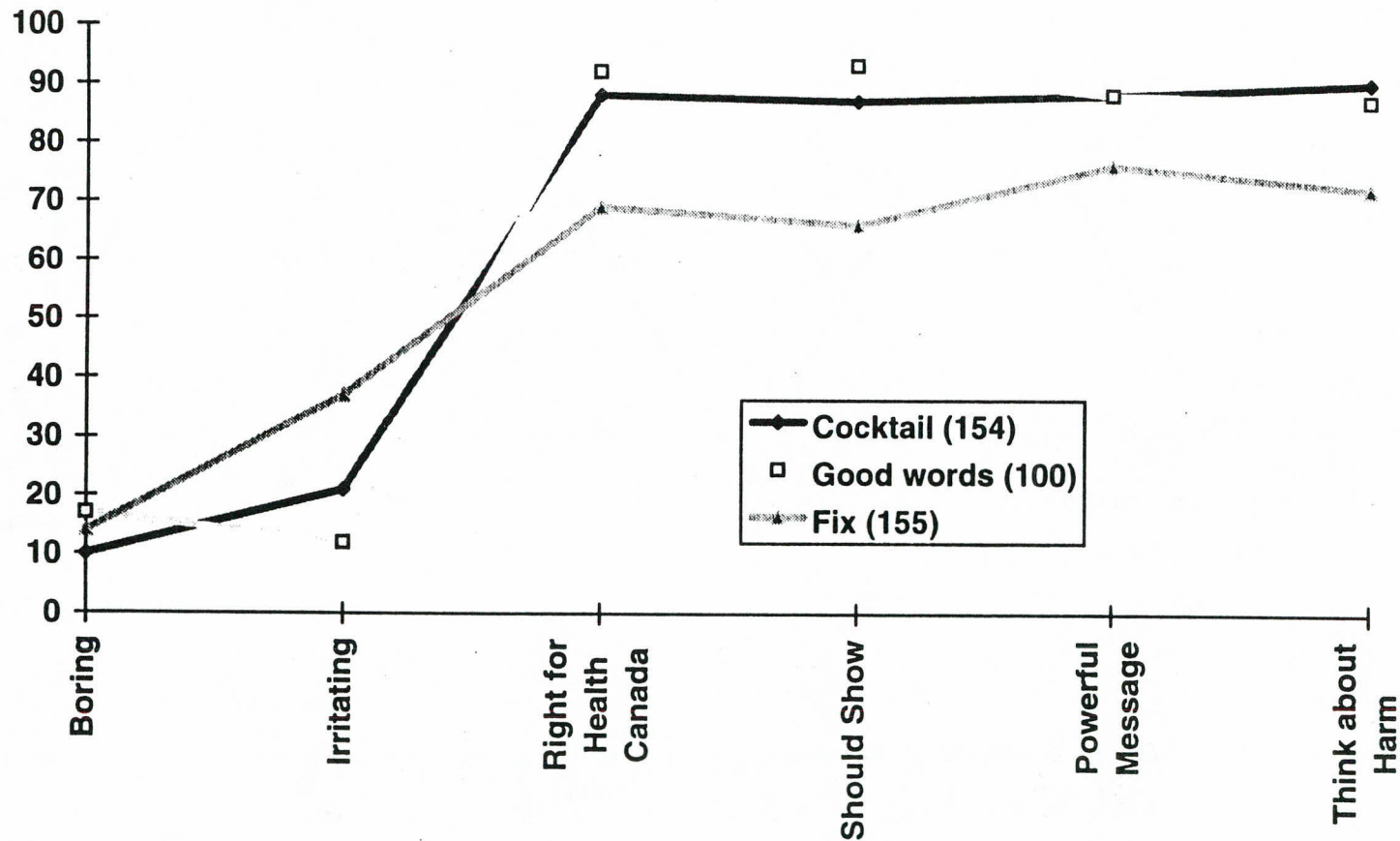
- ▼ SUPPORTS MOTIVATION TO NOT SMOKE
(DIRECTLY AND INDIRECTLY)**
- ▼ DYING AT 70, LOST ON YOUTH**
- ▼ SOME DENIAL AND RE-FRAMING BY SMOKERS
(RATIONALIZATIONS)**
- ▼ SOME CURIOSITY AROUSE ABOUT WHERE ALL
THOSE CHEMICALS GO AND WHAT THEY DO TO
YOU (ENGLISH ONLY)**
- ▼ HELPS SMOKERS MAKE THE PERSONAL CHOICE
TO QUIT**



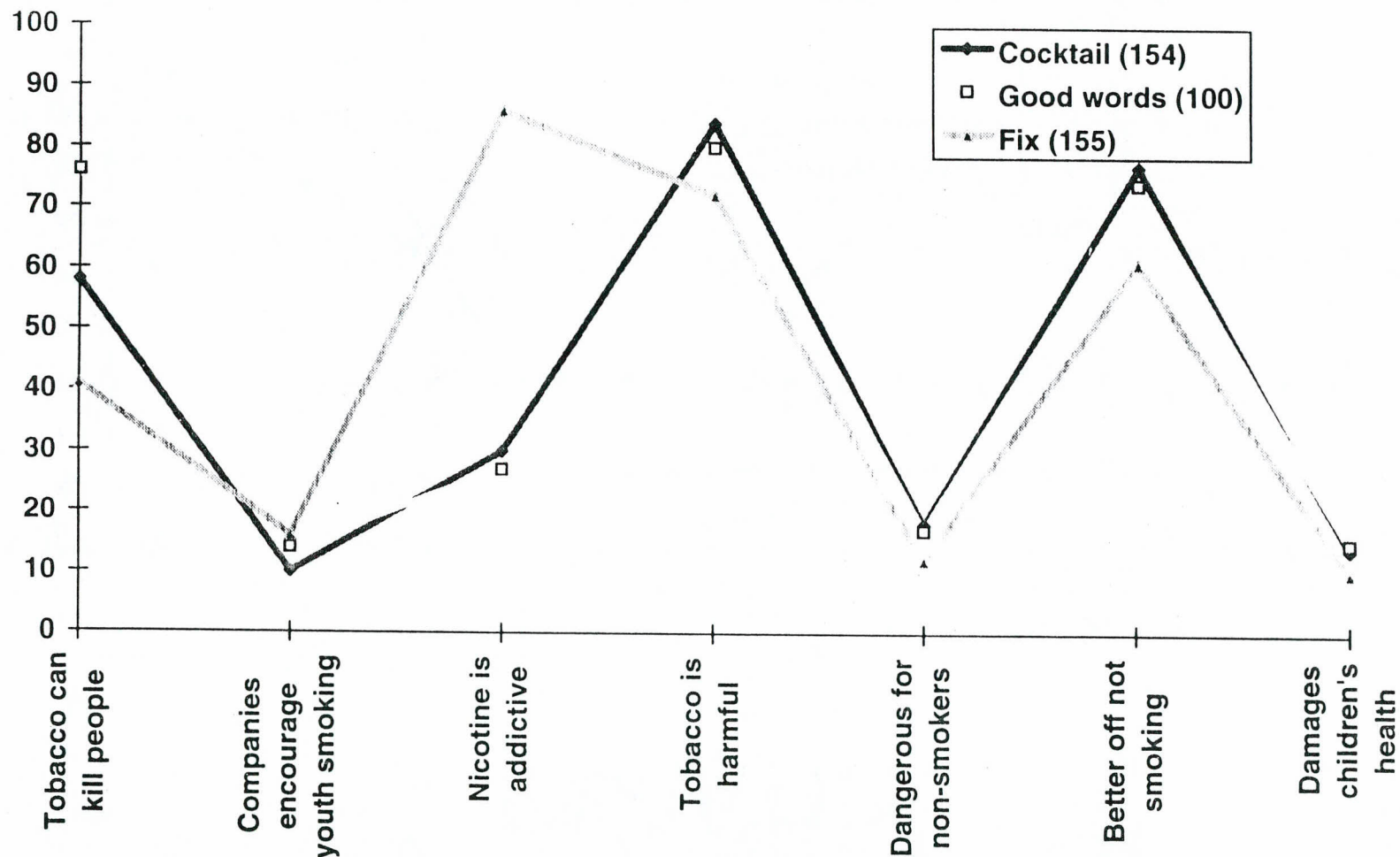
GAINING AN AUDIENCE



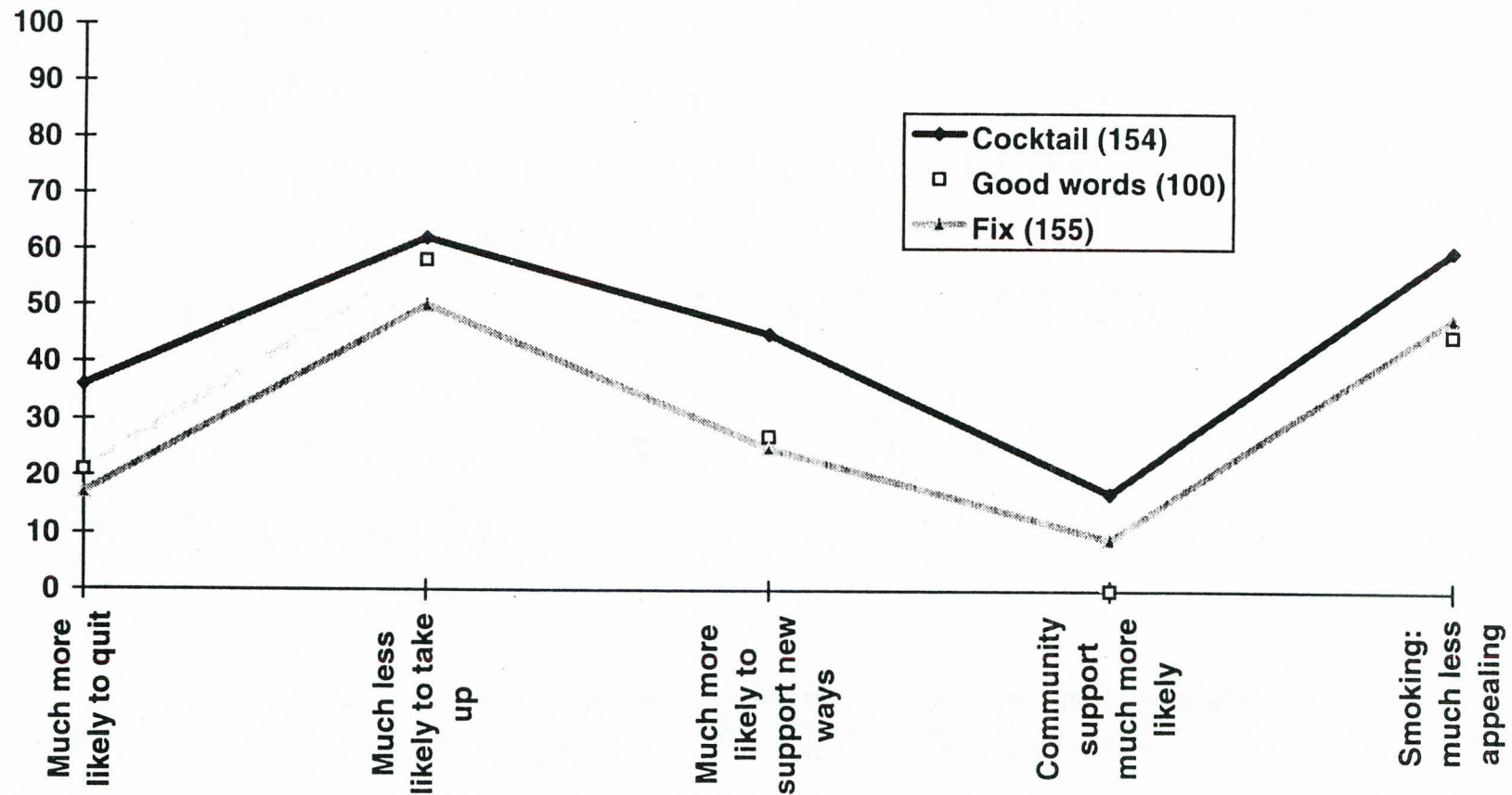
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COMMUNICATIONS



PERSUASION



COCKTAIL/LE COCKTAIL

➡ STANDOUT

- ▼ SQUEEZING THE LETHAL BREW
- ▼ “BOTTOMS UP”/DRINKING

➡ MAIN POINT - KNOW IT'S TRUE (60%)

- ▼ TOXIC CHEMICALS (MANY OF THEM)
- ▼ SMOKING IS VERY BAD FOR YOUR HEALTH

➡ NEW IMPRESSIONS

- ▼ TOXIC CHEMICALS (MANY OF THEM), SMOKING IS VERY BAD FOR YOUR HEALTH, DISGUSTING, NOTHING NEW (29%)

➡ ODD

- ▼ SQUEEZING THE LETHAL BREW, AS BAD AS BEER,
- ▼ “BOTTOMS UP”/DRINKING



COCKTAIL/LE COCKTAIL

➡ QUALITATIVE

- ▼ **STRONG VISCERAL RESPONSE - GUT REACTION
GROSS, DISGUSTING, FILTHY, SICKENING**
- ▼ **REINFORCES PERCEIVED TRUTH, POWERFULLY**
- ▼ **4,000 CHEMICALS! SOME SKEPTICS AMONG
SMOKERS**
- ▼ **CHEMICALS IN SMOKE,
BUT SQUEEZES CIGARETTES INTO GLASS
(BLOWS SMOKE AFTER DRINKING)**
- ▼ **THE “IF YOU SMOKE YOU MIGHT AS WELL DRINK A
LETHAL BREW” METAPHOR HITS HOME**
- ▼ **PEOPLE PUT MORE DISGUSTING STUFF IN THEIR
LUNGS
THAN THEY WOULD IN THEIR STOMACHS (ENGLISH
ONLY)**
- ▼ **SHOW THE LOOK ON HIS FACE AFTER HE DRINKS**
- ▼ **RIGHT VENUE: SHOW BEFORE PUB/BAR TIMES**



A FEW GOOD WORDS/BIEN DIT

➔ STANDOUT

- ▼ THE LABEL ("SMOKING CAN KILL YOU" "FUMER PEUT VOUS TUER")

➔ MAIN POINT - KNOW IT'S TRUE (75%)

- ▼ SMOKING KILLS
- ▼ SMOKING IS VERY DANGEROUS FOR YOUR HEALTH

➔ NEW IMPRESSIONS

- ▼ SMOKING KILLS
- ▼ IS VERY DANGEROUS FOR YOUR HEALTH, NOTHING NEW (47%)

➔ ODD

- ▼ PACKAGE DID NOT LOOK REAL



A FEW GOOD WORDS/BIEN DIT

➔ QUALITATIVE

- ▼ **SIMPLE AND VISUALLY STRIKING**
- ▼ **“IN YOUR FACE” REMINDER, TO THE POINT, NO B.S.**
- ▼ **POWERFUL FOR YOUTH (NEW NEWS - ENGLISH ONLY)**
- ▼ **HEARD AS “CAN” BY SMOKERS, “WILL” BY NON-SMOKERS**
- ▼ **FOR SMOKERS THESE MESSAGES FADE INTO THE PACKAGE**
- ▼ **SMOKERS PSYCHOLOGICALLY SIGN A WAVER, WHEN THEY BUY**
- ▼ **COULD LINK WITH OTHER MESSAGES:
KILLS YOU BIT BY BIT (CHEMICAL BY CHEMICAL)**



THE FIX/LA SERINGUE

➔ STANDOUT

- ▼ GIRL USING THE NEEDLE
- ▼ AS ADDICTIVE AS HEROIN, THE MUSIC

➔ MAIN POINT - KNOW IT'S TRUE (49%)

- ▼ NICOTINE IS AS ADDICTIVE AS HEROIN
- ▼ SMOKING IS VERY ADDICTIVE

➔ NEW IMPRESSIONS

- ▼ SMOKING IS VERY ADDICTIVE AND DANGEROUS
- ▼ NICOTINE IS AS ADDICTIVE AS HEROIN, NOTHING NEW (42%)

➔ ODD

- ▼ MORE ABOUT HEROIN THAN SMOKING/ MAKES HEROIN ORDINARY



THE FIX/LA SERINGUE

➔ QUALITATIVE

- ▼ STRONG RESPONSE - INVOLVING, SHOCKING
- LATE NIGHT ADULT ENTERTAINMENT
- ▼ MUSIC: LOVE/HATE, GETS ATTENTION
- ▼ THE HEROIN/SMOKING REGISTERED, BUT WAS
LARGELY REJECTED (HEROIN: DESTRUCTIVE
FASTER, ADDICTS, DROP OUTS, ESCAPIST DRUG
FOR REAL LOSERS - SMOKERS LEAD "NORMAL"
LIVES)
- ▼ SMOKING SEEN AS CLOSER TO DRINKING
- ▼ LITTLE AFFINITY (NOT JUNKIES), VOYEURISTIC
EXPERIENCE
- ▼ WHEN I QUIT I'LL LOOK LIKE HER (ENGLISH ONLY)



INDUSTRY ROLE

➔ CONCEPT PERFORMANCE:

- ▼ TRUTH HURTS - STRONG, BUT BUSY
- ▼ DO YOU BELIEVE THESE GUYS
- STRONG, BUT STRAYS FROM KEY POINT
- ▼ DEATH INDUSTRY/L'INDUSTRIE DE LA MORT
- MAGNITUDE OF CARNAGE, LOST IN VISUAL CLUTTER
- ▼ THE INTERVIEW/L'ENTREVUE TÉLÉ
- DOESN'T GET TO THE POINT
- ▼ COME CLEAN/ON S'EN LAVE LES MAINS
- CONFUSING



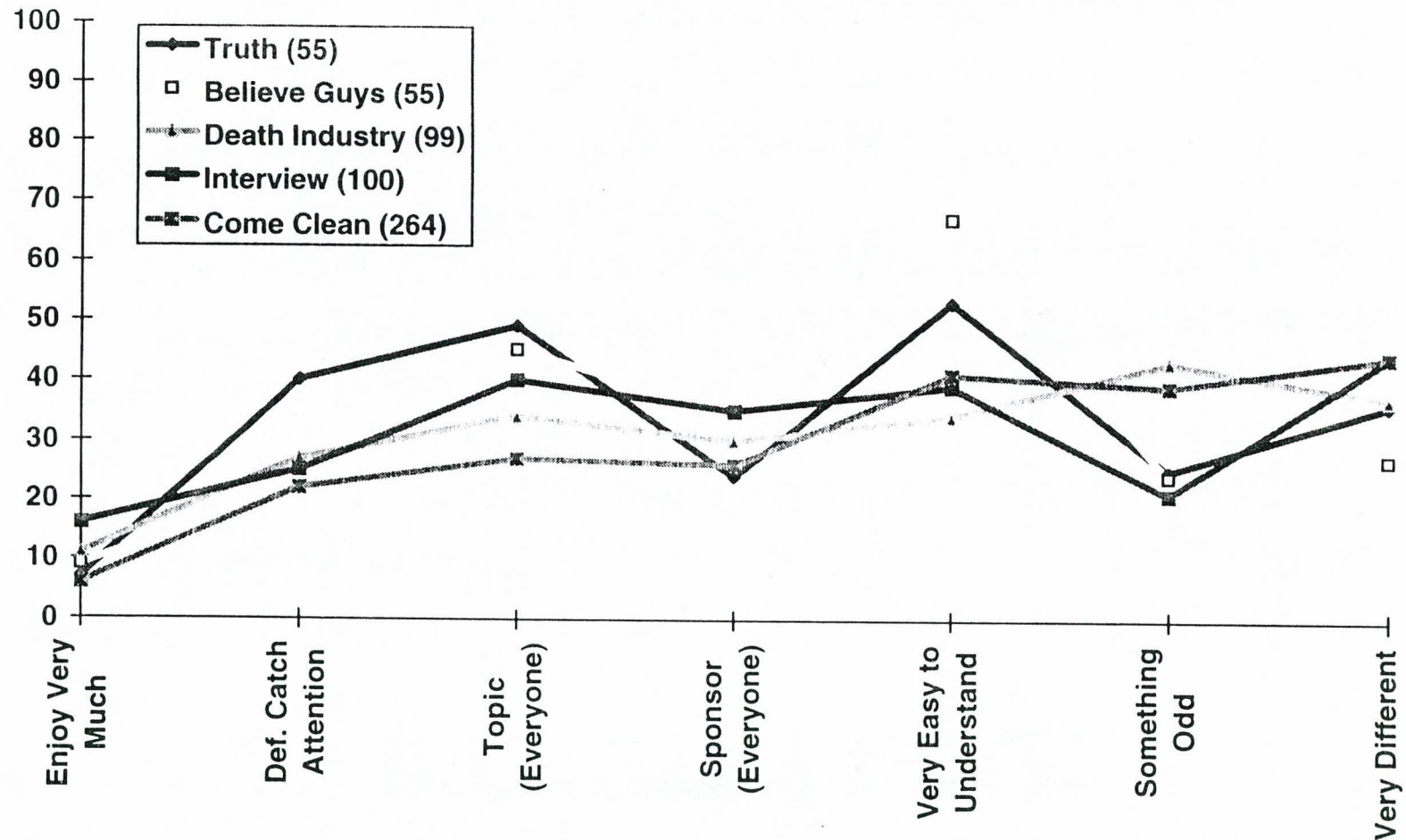
INDUSTRY ROLE

➔ QUALITATIVE

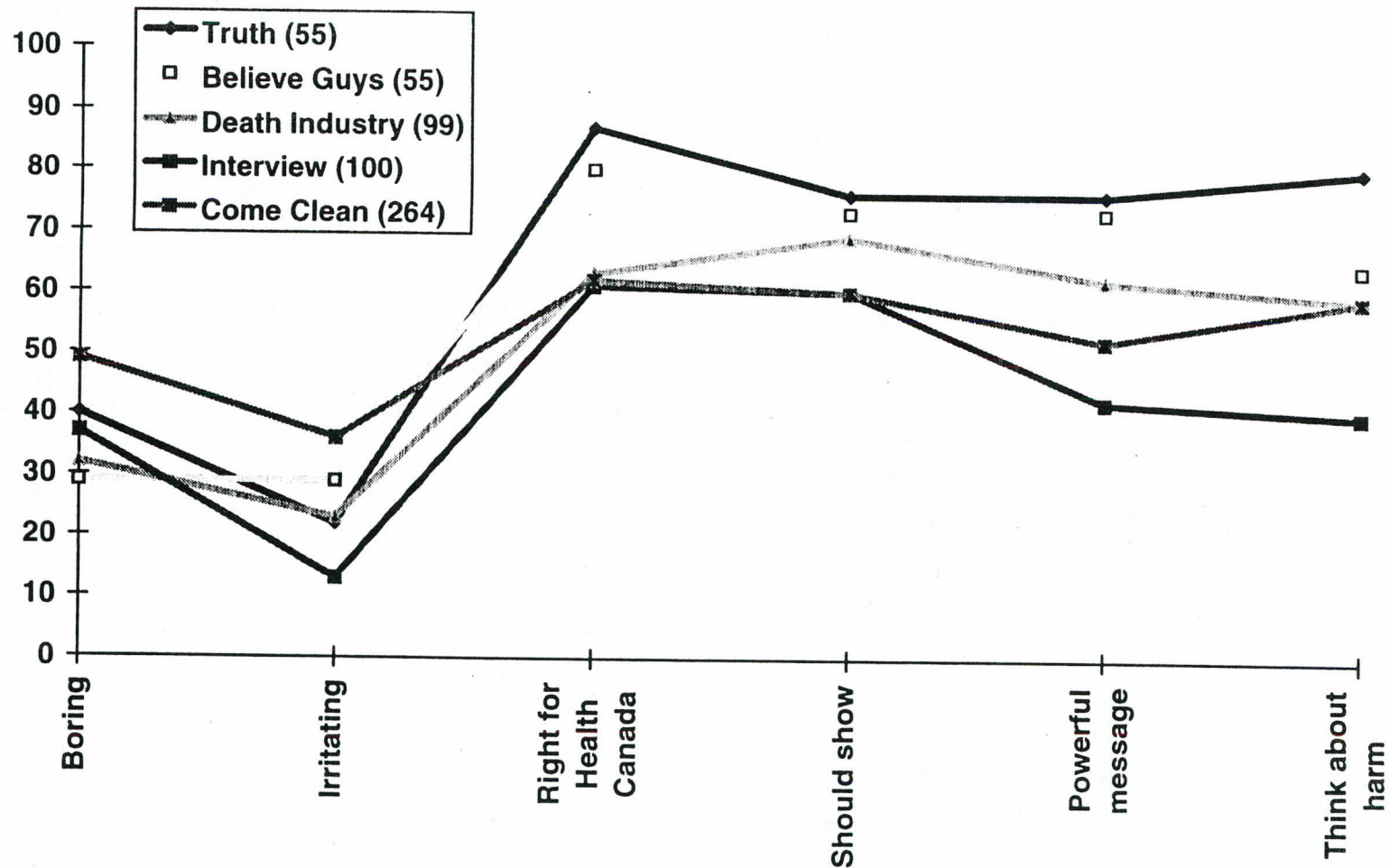
- ▼ “THEY HAVE A RIGHT TO MAKE A LIVING TOO.”
- ▼ INDIVIDUAL RESPONSIBILITY TO CHOOSE, NOT FORCED
- ▼ GLAMORIZED IN THE PAST, NOT ADVERTISED NOW
- ▼ LOW INDUSTRY PROFILE, JUST MEETING DEMAND
- ▼ WHAT’S THE POINT?
- ▼ SHOULD ACKNOWLEDGE HARM
- ▼ DON’T HAVE TO PROMOTE TO YOUTH
- ▼ ONLY IN IT FOR THE MONEY (ANTI-HEALTH?)



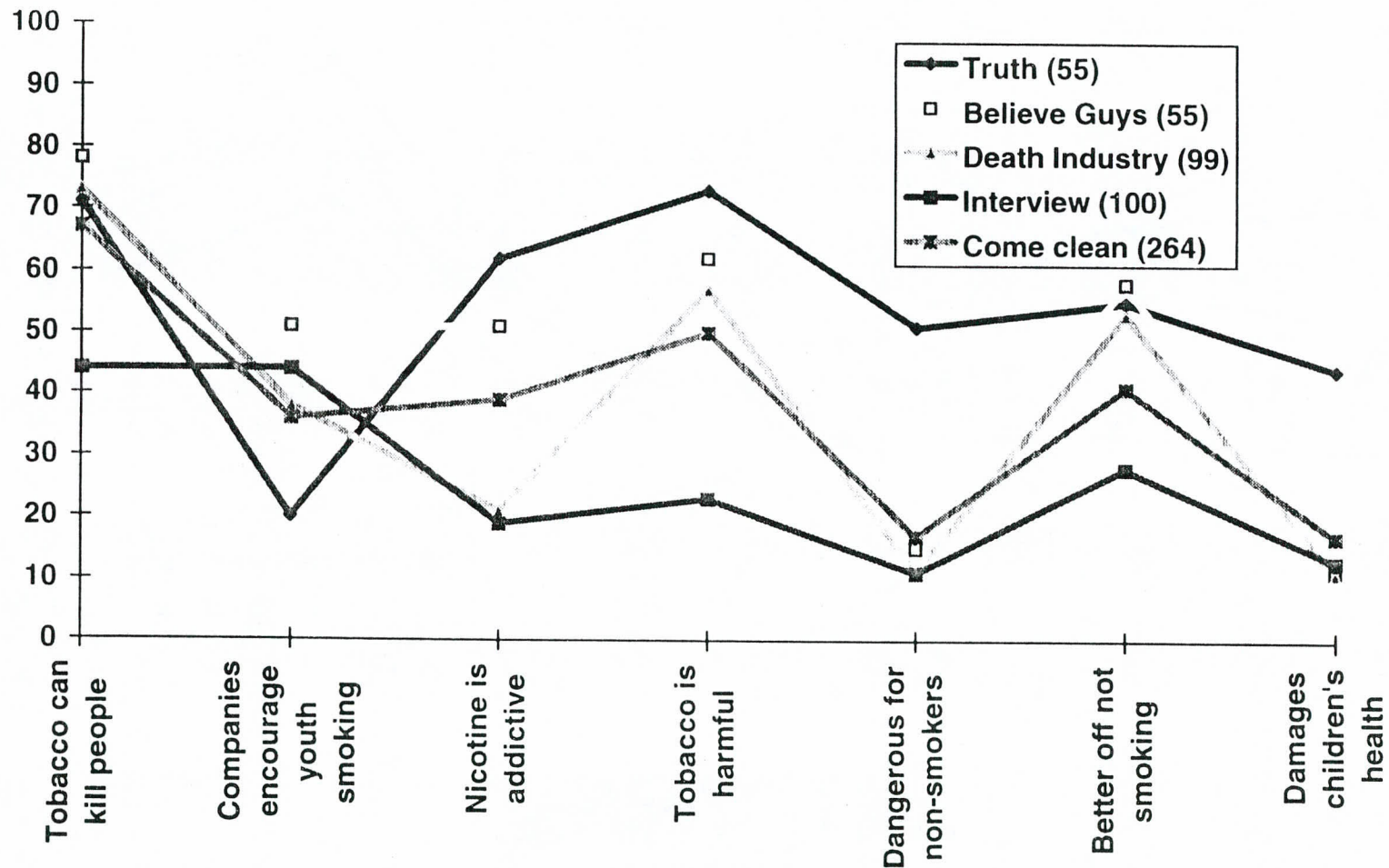
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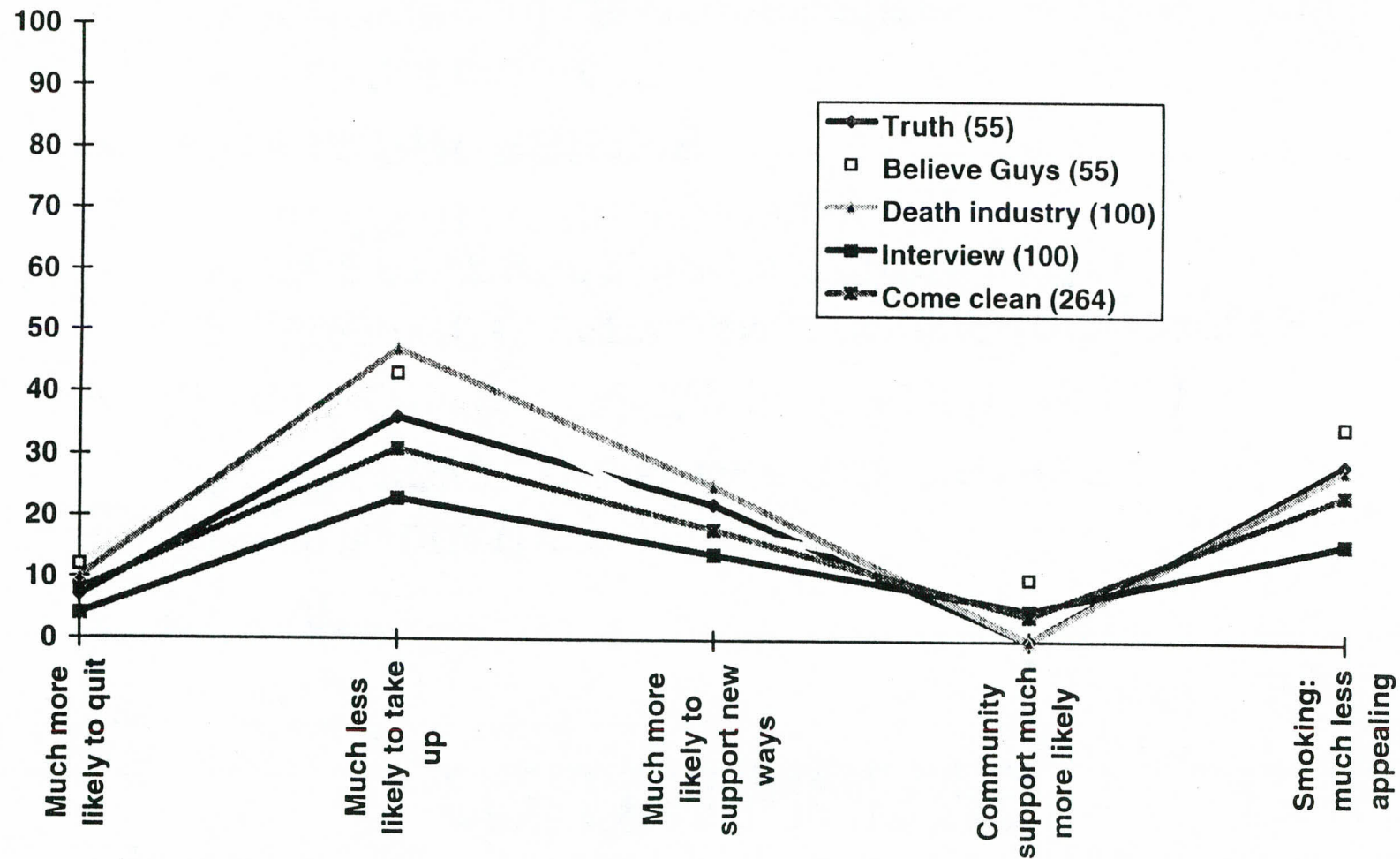
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COMMUNICATIONS



PERSUASION



TRUTH HURTS

➡ STANDOUT

- ▼ 40,00 DEATHS
- ▼ THE VOICE, THE SMOKE, THE CIGARETTE

➡ MAIN POINT - KNOW IT'S TRUE (53%)

- ▼ SMOKING IS VERY DANGEROUS/SMOKING KILLS
- ▼ THE STATISTICS, PEOPLE SHOULD STOP, INDUSTRY IS RESPONSIBLE

➡ NEW IMPRESSIONS

- ▼ I SHOULD QUIT
- ▼ SMOKING KILLS, OTHERS SUFFER, NOTHING NEW (31%)



TRUTH HURTS

➔ ODD

- ▼ TOO MUCH INFO
- ▼ PICTURE GETS SMOKY?

➔ TRUTH IS, TOBACCO HURTS

➔ QUALITATIVE

- ▼ LITTLE EMOTIONAL RESPONSE
- ▼ TOO MUCH HAPPENING - TOO MUCH INFO
- ▼ VIEWERS GOT SOME OF THE FACTS AND MISSED THE MAIN POINT
 - INDUSTRY CREDIBILITY
- ▼ POINT/COUNTER POINT LOST ON MANY VIEWERS
- ▼ WHO ARE THOSE GUYS?



DO YOU BELIEVE THESE GUYS

➔ STANDOUT

- ▼ GRAVE STONE/NUMBER DYING
- ▼ TEEN SMOKING/PEER PRESSURE, BLAMING TOBACCO COMPANIES

➔ MAIN POINT - KNOW IT'S TRUE (64%)

- ▼ INDUSTRY LIES ABOUT RISKS AND PROMOTES TO MINORS
- ▼ SMOKING KILLS, 100,000 YOUNG PEOPLE START SMOKING EACH YEAR, PEER PRESSURE TO START

➔ NEW IMPRESSIONS

- ▼ INDUSTRY LIES ABOUT RISKS AND PROMOTES TO MINORS
- ▼ SMOKING KILLS, NOT INDUSTRY'S FAULT, NOTHING NEW (51%)



DO YOU BELIEVE THESE GUYS

➔ ODD

- ▼ BLAMING THE INDUSTRY**

➔ QUALITATIVE

- ▼ LITTLE EMOTIONAL RESPONSE**
- ▼ GRAVEYARD POWERFUL BUT NOT LINKED TO YOUTH SMOKING TOBACCO COMPANY EFFORTS - NOT CAUSAL**
- ▼ WITH NO INDUSTRY ADS AIMED AT TEENS THE MEANS FOR THE LINK ARE NOT OBVIOUS**
- ▼ YOUTH SCENES VISUALLY ASSOCIATE SMOKING WITH PLEASURE, AND LEAD TO THOUGHTS ABOUT PEER PRESSURE NOT INDUSTRY INFLUENCE**
- ▼ 100,000 START, ONLY 40,000 DIE - I COULD BE LUCKY**



DEATH INDUSTRY/L'INDUSTRIE DE LA MORT

➔ STANDOUT

- ▼ **SOLDIERS/CARNAGE/CIGARETTES CAUSE AS MANY DEATHS**
- ▼ **BLAMING MANUFACTURERS**

➔ MAIN POINT - KNOW IT'S TRUE (42%)

- ▼ **SMOKING KILLS/BAD FOR HEALTH**
- ▼ **TOBACCO COMPANIES ONLY CARE ABOUT THE MONEY, LIE AND TAKE NO RESPONSIBILITY**

➔ NEW IMPRESSIONS

- ▼ **SMOKING KILLS**
- ▼ **NOTHING NEW (55%)**

➔ ODD

- ▼ **SOLDIERS**



DEATH INDUSTRY/L'INDUSTRIE DE LA MORT

➔ QUALITATIVE

- ▼ INVOLVING IDEA, MORE CEREBRAL THAN EMOTIONAL**
- ▼ VISUAL CLUTTER AND ODD MUSIC**
- ▼ LIMO/POLICE CAR/GOLFER DID NOT FIT - (SPONSORSHIP?)**
- ▼ HARD TO FOLLOW**
- ▼ INCOMPLETE METAPHOR (CARNAGE, HOLOCAUST, INTENTIONAL HARM?)**
- ▼ WHAT'S THE POINT? MAGNITUDE? EXTERMINATION?**



THE INTERVIEW/L'ENTREVUE TÉLÉ

➔ STANDOUT

- ▼ AFRAID TO TELL/"IS THIS THING STILL ON"
- ▼ "DO YOU LET YOUR CHILDREN SMOKE?"

➔ MAIN POINT - KNOW IT'S TRUE (37%)

- ▼ SELLING TO MINORS
- ▼ TOBACCO COMPANIES ONLY CARE ABOUT THE MONEY, LIE AND TAKE NO RESPONSIBILITY

➔ NEW IMPRESSIONS

- ▼ SELLING TO MINORS
- ▼ TOBACCO COMPANIES ONLY CARE ABOUT THE MONEY, LIE AND TAKE NO RESPONSIBILITY, NOTHING NEW (53%)



THE INTERVIEW/L'ENTREVUE TÉLÉ

➔ ODD

- ▼ AFRAID TO TELL/"IS THIS THING STILL ON"

➔ QUALITATIVE

- ▼ LITTLE EMOTIONAL RESPONSE - NO AFFINITY
- ▼ WANT TO HEAR HIS ANSWER - SOME THOUGHT "YES" SOME THOUGHT "NO"
- ▼ CONFUSION ABOUT THE POINT (HYPOCRISY, DECEIT, IRRESPONSIBILITY ?)



COME CLEAN/ON S'EN LAVE LES MAINS

➔ STANDOUT

- ▼ **"COME CLEAN"/WASHING HANDS**
- ▼ **CAUSES 40,000 DEATHS, SELLS TO CHILDREN**

➔ MAIN POINT - KNOW IT'S TRUE (38%)

- ▼ **TOBACCO COMPANIES ARE LYING, DENYING AND TAKE NO RESPONSIBILITY**
- ▼ **SMOKING KILLS/IS BAD FOR HEALTH**

➔ NEW IMPRESSIONS

- ▼ **SMOKING KILLS/IS BAD FOR HEALTH**
- ▼ **TOBACCO COMPANIES ARE LYING, DENYING AND TAKE NOT RESPONSIBILITY**

➔ ODD

- ▼ **"COME CLEAN"/WASHING HANDS, ODD VENUE FOR AN AD, TWO VOICES (?)**



COME CLEAN/ON S'EN LAVE LES MAINS

➔ QUALITATIVE

- ▼ LITTLE EMOTIONAL RESPONSE, BORING STYLE
- ▼ TOO MUCH COVERED CONFUSINGLY
- BARRIER TO INVOLVEMENT
- ▼ NO UNDERSTANDING OF SPEECH REP (CUE CARDS)
- ▼ SYMPATHY FOR A MAN WRESTLING WITH A PERSONAL DILEMMA
- ▼ 40,000 - SHOCKED SOME
- ▼ MOST ADULTS UNDERSTOOD "BLOOD ON HIS HANDS"
BUT MORE RELATED IT TO VIOLENCE THAN QUIET DEATH
- ▼ MOST YOUTH DID NOT UNDERSTAND "BLOOD ON HIS HANDS"
- ▼ OLD MAN IMAGE OF TOBACCO EXEC
(CYNICAL, NO YOUTHFUL HEALTH)
- ▼ TOBACCO WORKERS HAVE FAMILIES TOO



RETAIL (FRENCH ONLY)

➔ STANDOUT

- ▼ **POISON LOGO**

- ▼ **“IT’S NOT ONLY ILLEGAL, IT’S IMMORAL”
“VENDRE DES CIGARETTES À DES JEUNES CE
N’EST PAS SEULEMENT ILLEGAL, C’ÉST AUSSI
IMMORAL”**

➔ MAIN POINT - KNOW IT’S TRUE (73%)

- ▼ **STOP SELLING TO MINORS**

➔ NEW IMPRESSIONS

- ▼ **STOP SELLING TO MINORS**

- ▼ **SMOKING IS TOXIC/DANGEROUS, NOTHING NEW
(36%)**

➔ ODD

- ▼ **POISON LOGO**



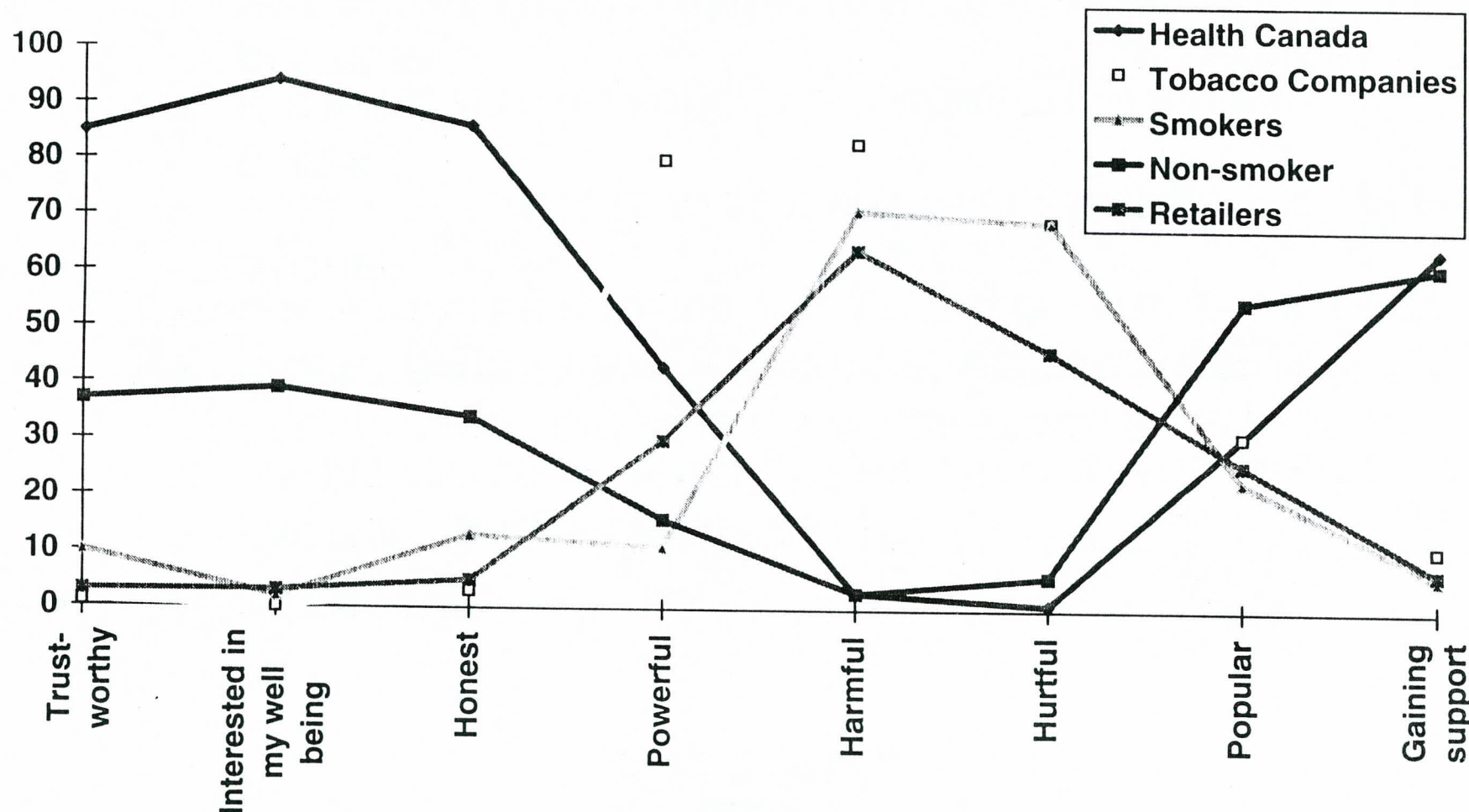
RETAIL

➔ QUALITATIVE

- ▼ **FACTUAL, ALMOST SLICE OF LIFE**
- ▼ **VISUAL ANALOGY BETWEEN POISON LOGO AND CIGARETTE PACKAGE NOT OBVIOUS OR UNDERSTOOD BY EVERYONE**
- ▼ **CREATES ADULT AWARENESS OF THE SITUATION**
- ▼ **LOW RETAILER PROFILE: "JUST SELLING WHAT IS IN HIS STORE"**
- ▼ **DOES NOT SUCCEED IN PUTTING THE BLAME ON THE SALES CLERK**
- ▼ **IT'S PARENT'S RESPONSIBILITY MORE THAN SALES CLERK'S**
- ▼ **NOT ONLY ILLEGAL, ITS IMMORAL**
- ▼ **YOUTH DEFYING THE LAW, CHALLENGED TO BUY AND WIN BECAUSE ITS FORBIDDEN (REINFORCES YOUTH ATTRACTION FOR WHAT IS FORBIDDEN)**



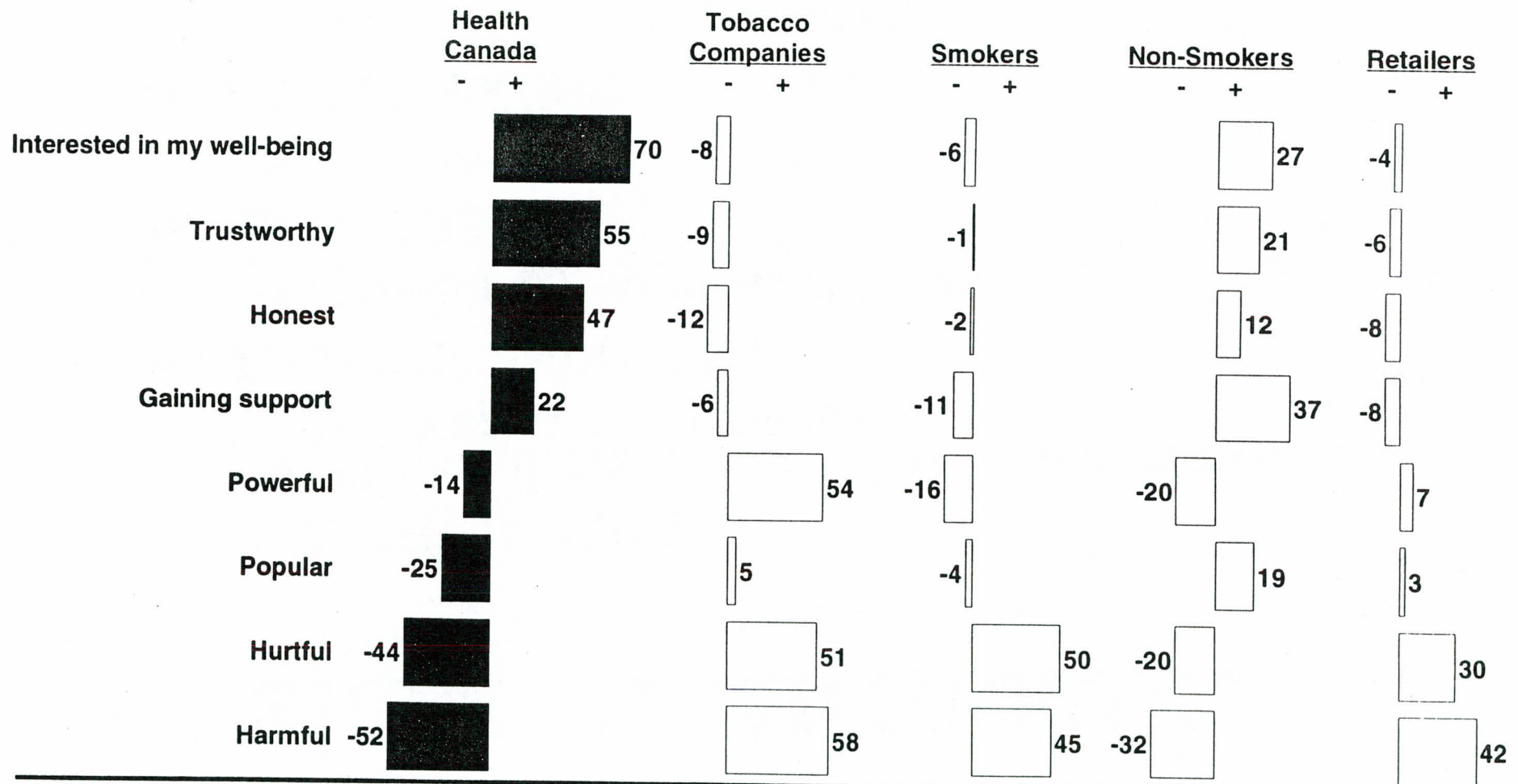
STAKEHOLDER IMAGE ASSOCIATIONS



STAKEHOLDER PROFILES

IMAGE PROFILES

TOTAL CANADA (309)



STAKEHOLDER PROFILES

➔ HEALTH CANADA

- ▼ INTERESTED IN MY WELL-BEING, TRUSTWORTHY, HONEST, GAINING SUPPORT

➔ TOBACCO INDUSTRY

- ▼ POWERFUL, HARMFUL, HURTFUL

➔ SMOKERS

- ▼ HARMFUL, HURTFUL (TOBACCO ASSAULT)

➔ NON-SMOKERS

- ▼ GAINING SUPPORT, POPULAR

➔ RETAILERS

- ▼ HARMFUL, HURTFUL



DIFFERENT PERSPECTIVES

➔ IN QUEBEC:

- ▼ TOBACCO COMPANIES AND RETAILERS ARE MORE POPULAR**
- ▼ NON-SMOKERS ARE LESS POPULAR**
- ▼ NON-SMOKERS AND HEALTH CANADA ARE NOT GAINING SUPPORT AS MUCH LESS OF A "PUBLIC HEALTH" ISSUE**

➔ SMOKERS:

- ▼ ARE LESS LIKELY TO SEE SMOKERS, TOBACCO COMPANIES OR RETAILERS AS HARMFUL**
- ▼ SEE TOBACCO COMPANIES AS MORE POWERFUL**
- ▼ HAVE A LESS POSITIVE IMAGE OF NON-SMOKERS**
- ▼ BUT SEE THEM AS MORE POPULAR AND GAINING OF SUPPORT THAN NON-SMOKERS**

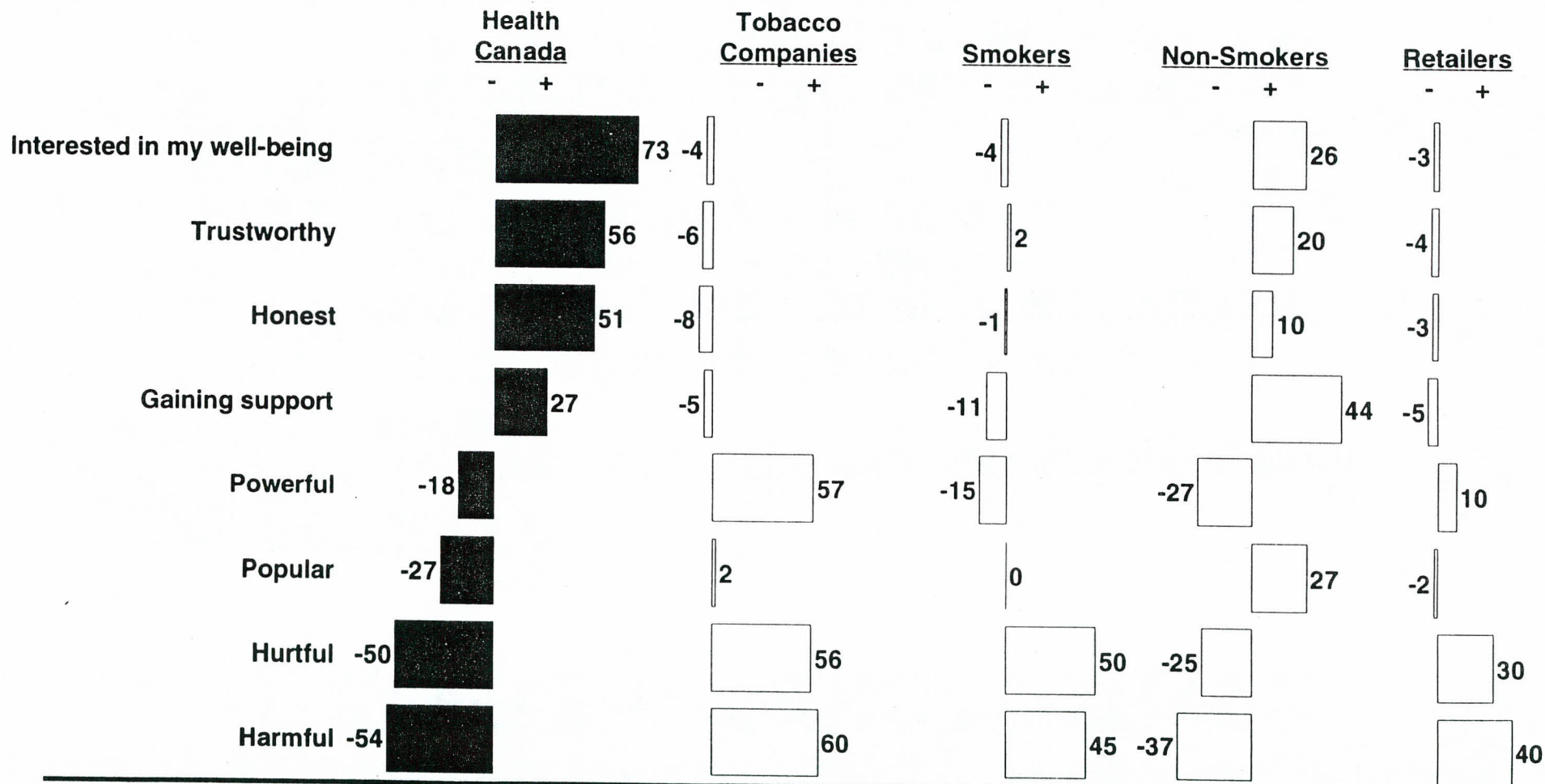


STAKEHOLDER PROFILES

IMAGE PROFILES

ENGLISH

(220)

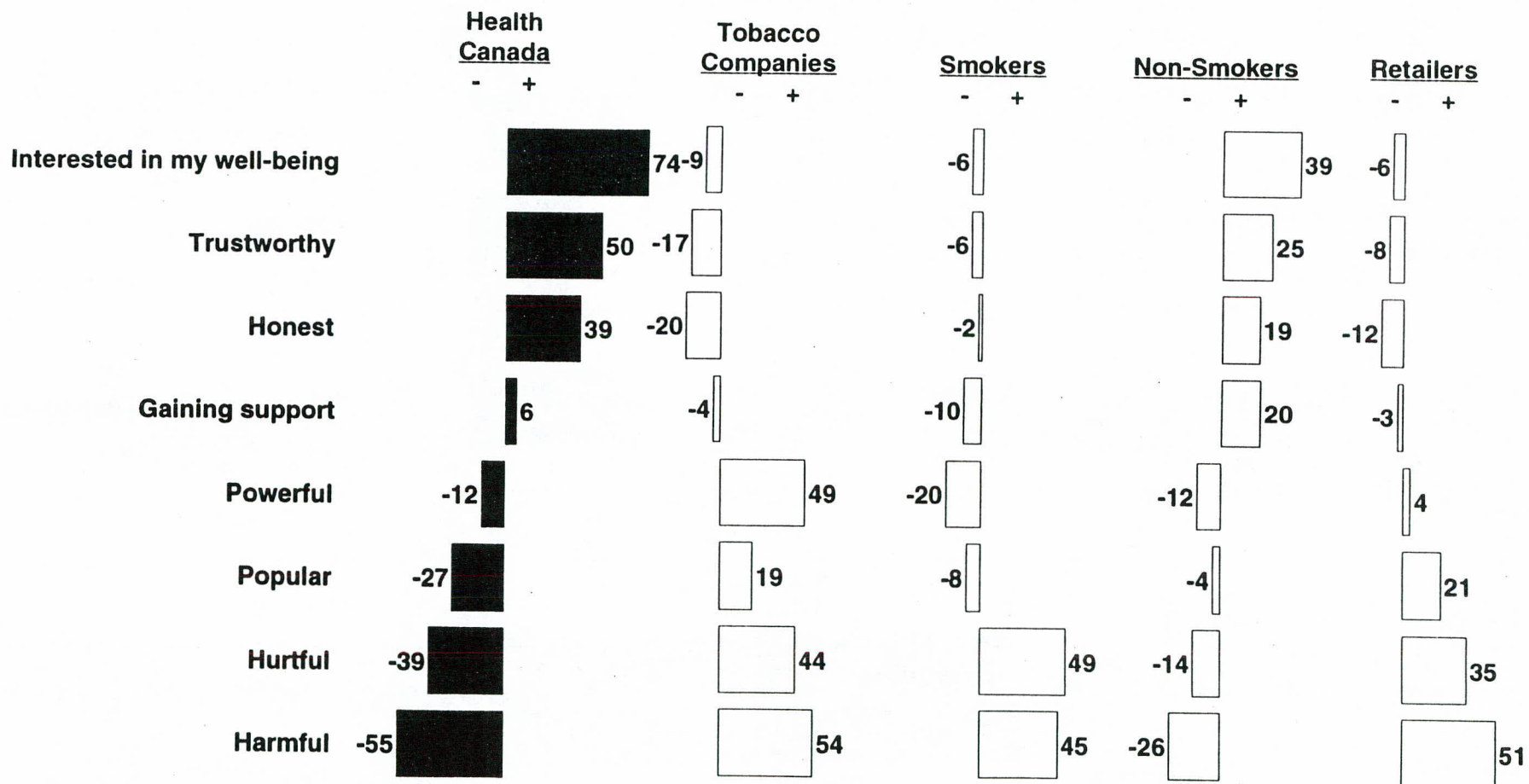


STAKEHOLDER PROFILES

IMAGE PROFILES

FRENCH

(89)

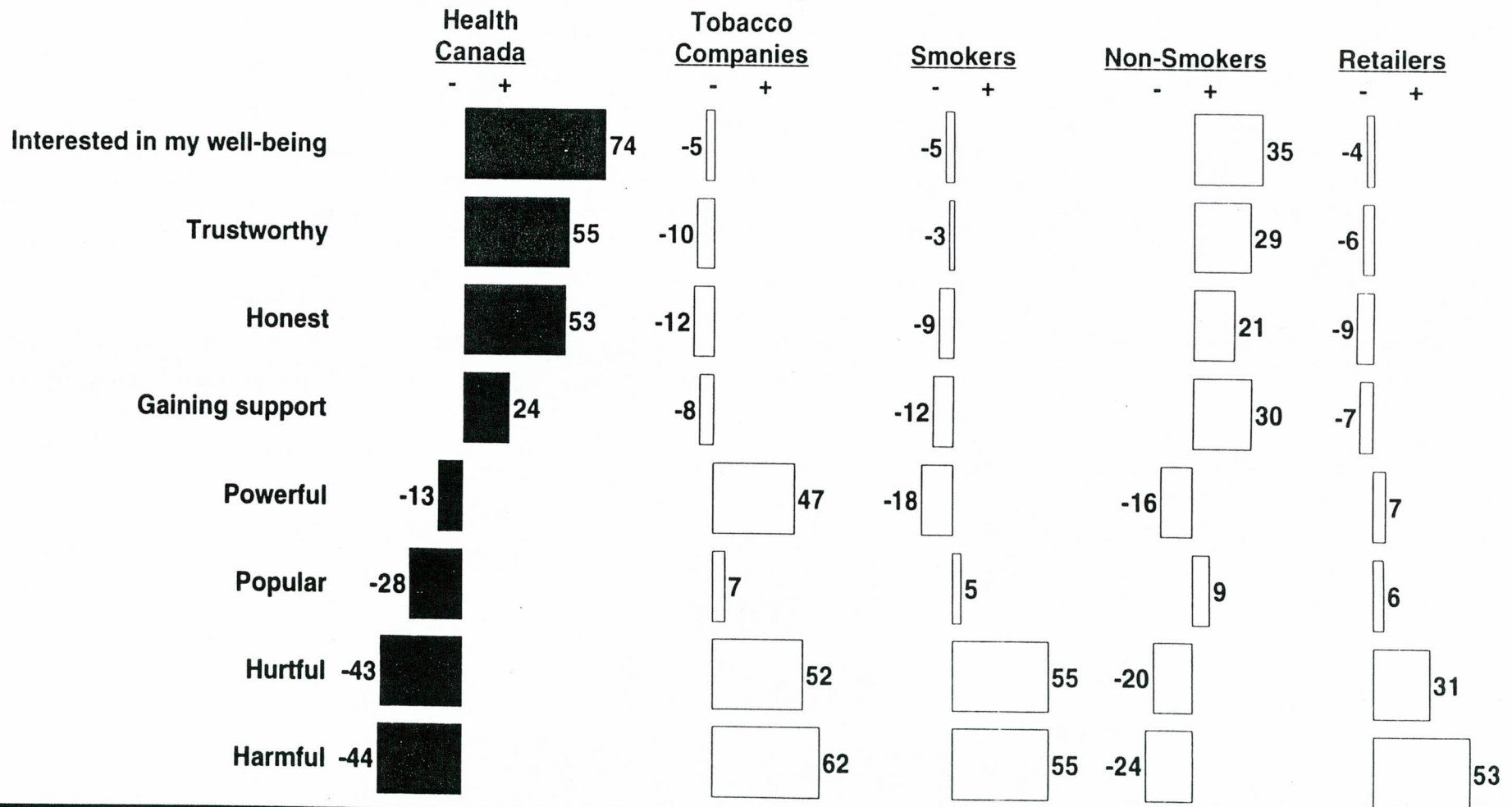


STAKEHOLDER PROFILES

IMAGE PROFILES

NON-SMOKERS

(157)

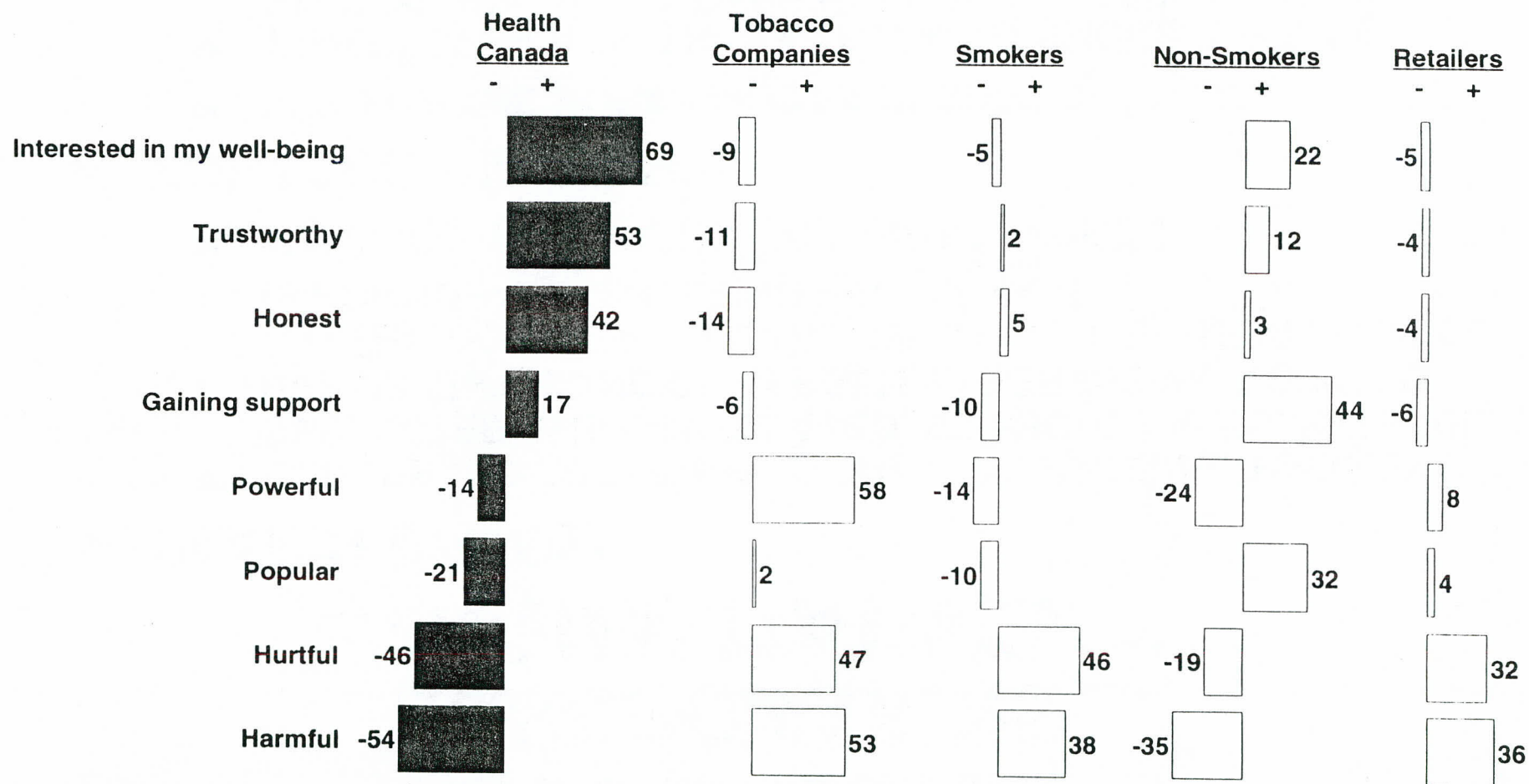


STAKEHOLDER PROFILES

IMAGE PROFILES

SMOKERS

(152)



STAKEHOLDER ASSOCIATIONS (QUALITATIVE)

➔ HEALTH CANADA

- ▼ CONCERNED ABOUT EVERYONE'S WELL-BEING, TOTALLY RESPECTED, WELL-MOTIVATED, STRAIGHT FACTS, HELPFUL, PERSISTENT, CANDICE BERGEN, (AGGRESSIVE, DOWN TO EARTH), THEY REALLY CARE, WORTHWHILE, THEIR PREMISE IS HONOURABLE, HELPING PEOPLE QUIT
- ▼ JUST ANOTHER AGENCY, CANNOT ENFORCE

➔ TOBACCO INDUSTRY

- ▼ IN IT FOR THE MONEY (JUST A BUSINESS)
- ▼ MONEY OVER HEALTH, WANT YOU TO SMOKE, THEY'RE STRUGGLING, DON'T CARE HOW MANY PEOPLE IT HURTS, DEALERS, CONGLOMERATES, HIDE THE DANGERS, PROFITING OFF THE PEOPLE'S MISERY, MORE INVOLVED IN IT THAN THEY SAY THEY ARE, CONNIVING, PROFITS ONLY CONCERN, COLD-HEARTED, LIARS
- ▼ FRENCH: IN IT FOR THE MONEY (JUST A BUSINESS)



STAKEHOLDER ASSOCIATIONS (QUALITATIVE)

➔ SMOKERS

- ▼ BRAVE, STUPID, CARELESS, ADDICTED, FUN-LOVING, SMELLY, EDGY, SELF-SERVING, MEAN

➔ NON-SMOKERS

- ▼ HAPPY, BITCHY NAGS, ENERGETIC, CLEANER, UNSYMPATHETIC, ANNOYING, RIGHTEOUS, SMART, CARE ABOUT OTHERS, INTO FITNESS, NAIVE

➔ RETAILERS

- ▼ UNCARING, SHOULD FEEL GUILTY, ENCOURAGE AND INVITE SMOKING, MAKING A BUCK, THEY SELL TO YOUNG KIDS
- ▼ FRENCH: NORMAL TO SELL WHAT THEY HAVE, CIGARETTES ARE IMPORTANT FOR BUSINESS



BRANDING: ROLE OF HEALTH CANADA

- ➔ **HEALTH FOCUSED ORGANIZATION
(GOVERNMENT - MAYBE, MAYBE NOT -
DOESN'T MATTER)**

 **Health Canada**

 ***HEALTH*** Canada

- ➔ **SHOWN THE FORMER, SAW THE LATTER**
- ➔ **EMPHASIZE “HEALTH” (WELL BEING)**
- ➔ **SPEAK ON BEHALF OF THOSE WHO WILL
BENEFIT FROM PRO-HEALTH CHOICES**



RELATIONSHIPS WITH SMOKING: SMOKERS

- ➔ **SEE SMOKING AS A PERSONAL CHOICE,
NOT “CAUSED” BY THE INDUSTRY**
- ➔ **WHILE ACKNOWLEDGED AS ADDICTING,
IT IS THE WELL-BEING BENEFITS
THAT ARE HARD TO GIVE UP**
- ➔ **THE GREAT HEALER, THE QUICK BREAK,
INSTANT POWER**
 - ▼ **CONCENTRATED RELIEF FROM STRESS**
 - ▼ **BREATH IN, HOLD IT, BREATH OUT - BREATH EASY
(IRONY, AT WORK)**
- ➔ **COMPLIMENTS ENJOYABLE SITUATIONS
(MEALS, DRINKING)**



RELATIONSHIPS WITH SMOKING: SMOKERS

- ➔ **MAYBE THE ISSUE IS MORE ABOUT
TIME/STRESS MANAGEMENT THAN
SMOKING**
 - ▼ **WHAT ELSE HEALS, FAST?**
 - ▼ **WHAT DO SUCCESSFUL QUITTERS DO?**
 - ▼ **HOW ELSE CAN YOU GET THE SAME WELL-BEING
BENEFITS?**
- ➔ **LAST HAVENS:**
 - ▼ **BARS**
 - ▼ **COFFEE SHOPS (BUT WON'T EAT THE FOOD)**
 - ▼ **OUTSIDE**



RELATIONSHIPS WITH SMOKING: NON-SMOKERS

- ➔ **PERSONAL HEALTH THREATENED BY
SMOKING**
 - ▼ **COULD BE HARMED OR KILLED**
 - ▼ **POLLUTION ISSUE**
- ➔ **WANT AMMUNITION**
 - ▼ **HELP US SUPPRESS SMOKING**



RELATIONSHIPS WITH SMOKING: TARGET GROUPS

➔ YOUTH 11-13 - POTENTIAL SMOKERS

- ▼ MOST IMPRESSIONABLE - BLACK AND WHITE MORALITY
- ▼ MOVEMENT TO OUT CAST PEER SMOKERS
- ▼ MOST SUSCEPTIBLE TO NEGATIVE INDUSTRY IMAGES, BUT BLAME “COOL” IMAGE FOR YOUTH SMOKING

➔ YOUTH 14-17 - POTENTIAL SMOKERS AND QUITTERS

- ▼ “COOL” (REBELLION) IMAGE, CURIOSITY, FAMILY/PEER MODELS AND RIGHTS OF PASSAGE DRIVEN
- ▼ SOCIALLY ACCEPTABLE TABOO (NOT HEROIN)
- ▼ FOR TRIALISTS, EARLY REJECTION IS THE OBJECTIVE
- ▼ IMMORTAL, SO IMMEDIATE EFFECTS MOST RELEVANT



RELATIONSHIPS WITH SMOKING: TARGET GROUPS

➔ PARENTS/CAREGIVERS - SMOKERS

- ▼ GUILTY
- ▼ WANT TO KNOW HOW TO GET OUT
- ▼ WANT SOCIAL UNDERSTANDING AND SUPPORT DURING THEIR “UGLY” (AWKWARD) TRANSITION (ENGLISH ONLY)

➔ OPINION LEADERS - SMOKERS AND NON-SMOKERS

- ▼ MOST KNOWLEDGEABLE AND ARTICULATE
- ▼ SEE MORAL DILEMMAS

➔ GENERAL PUBLIC - SMOKERS AND NON-SMOKERS

- ▼ NOT GENERAL, SPECIFIC TO LIFE STYLE



VIEWER'S SUGGESTIONS

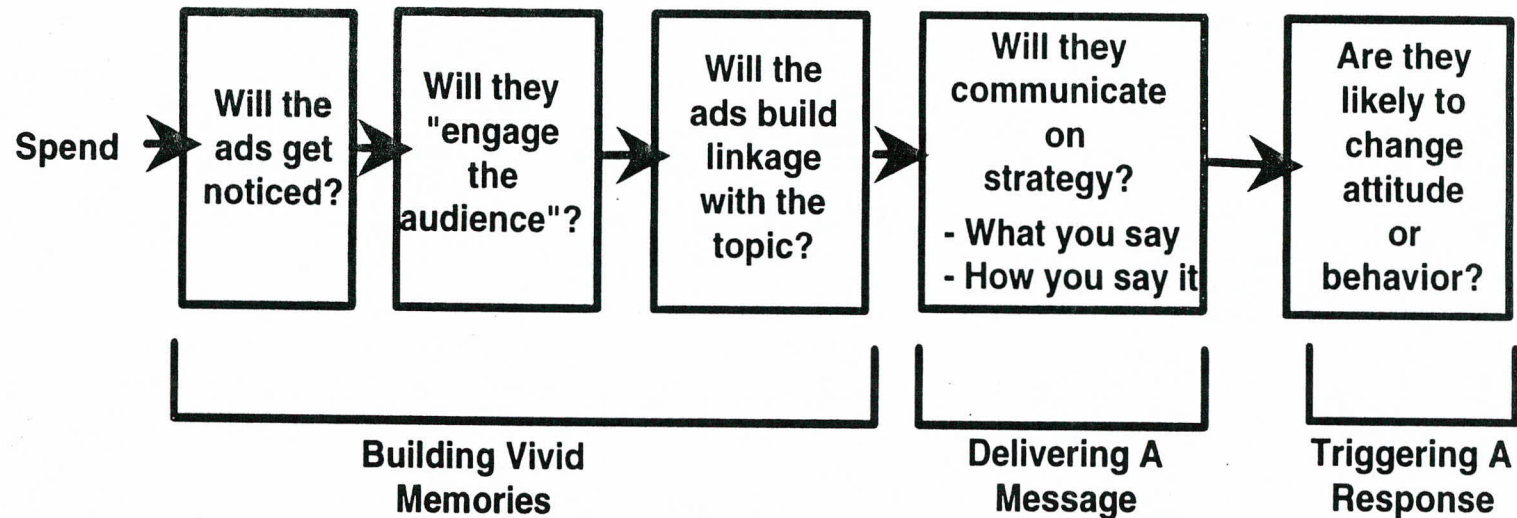
GOOD STUFF!	21%
FOCUS ON TEENS	19%
RESTRICT ACCESS	12%
SHOWS EFFECTS	11%
MAKE SIMPLE DIRECT EASY TO UNDERSTAND ADS	10%
STRESS, HARM TO NON-SMOKERS	7%
OTHER MENTIONS (LESS THAN 5%)	
NOTHING	26%



•VIEWER'S SUGGESTIONS



OBSERVATIONS ON ADVERTISING



- ➔ **KEEP AMBITIONS AND CORE CREATIVE IDEA "OVERLY" SIMPLE AND SINGLE MINDED**



OBSERVATIONS ON ADVERTISING

- ➔ START OFF STRONG ON SAFE GROUND TO GAIN PUBLIC SUPPORT
- ➔ PROFILE **HEALTH** CANADA TO BUILD AD CAMPAIGN EFFICIENCY - TO GAIN AN AUDIENCE AMONG THOSE WHO HAVE HEARD "WOLF" CRIED MANY TIMES BEFORE



STRATEGY

➔ MOST TO LEAST POWERFUL THEMES:

▼ SECONDHAND SMOKE

▼ TOBACCO EFFECTS

▼ RETAIL

▼ INDUSTRY ROLE



STRATEGY

➔ OTHER POTENTIAL THEMES:

- ▼ WHERE DO THE TOXIC CHEMICALS GO?
(WHO PUT THEM THERE?)
(TOBACCO/CHEMICAL ASSAULT)
- ▼ INFLUENCE THE INFLUENCERS OF PEERS AND FAMILY
- ▼ SUPPORT PRO PERSONAL HEALTH CHOICES AND TRANSITION WHEN QUITTING
- ▼ PRO PERSONAL HEALTH MORE THAN ANTI-SMOKER

➔ ROLE OF HEALTH CANADA:

- ▼ INSTILL THE VALUE OF PERSONAL HEALTH FOR INDIVIDUALS AND THEIR LOVED ONES
- ▼ SPEAK ON BEHALF OF THOSE WHO WILL GAIN



EXECUTIONAL

➔ MOST PROMISING LAUNCH CONCEPTS:

- ▼ NOT MUCH/PAS BEAUCOUP**
- ▼ DOLL'S HOUSE/LA MAISON DE POUPÉE**
- ▼ COCKTAIL/LE COCKTAIL**
- ▼ LE DÉPANNEUR EMPOISONNÉ**
- ▼ INDUSTRY (NEW CONCEPT)**



CAMPAIGN OBJECTIVES

- ➡ **MINIMIZE CONSUMPTION, THROUGH:**
 - ▼ **INFORMED PERSONAL CHOICE**
 - ▼ **PEER PRESSURE FROM NON-SMOKERS (SUPPRESSION)**
 - ▼ **REDUCED ACCESS FOR YOUTH**

- ➡ **TARGET: EVERY ONE**



CAMPAIGN OBJECTIVES

➔ INCREASING PRO HEALTH CHOICES OVER SMOKING THROUGH GREATER:

- ▼ RESPECT FOR NON-SMOKER'S HEALTH
- ▼ RECOGNITION OF THE TOXIC NATURE OF TOBACCO PRODUCTS
- ▼ RECOGNITION OF AVAILABLE BENEFIT ALTERNATIVES
- ▼ EARLY REJECTION BY TEEN TRIALISTS
- ▼ AWARENESS OF THE INDUSTRY'S PRO-PROFIT, ANTI-HEALTH MOTIVES

